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THE NATIONAL NEWSPAPER OF MARKETING

Lorillard's York, Planned as Rival to Pall Mall, Bows

Market Tests Start in Rochester, Milwaukee; Brand Follows Beech-Nut

NEW YORK, Aug. 17—P. Lorillard Co. this week launched Stage 2 in its market testing to develop a brand to match American Tobacco Co.'s Pall Mall.

The new test began Monday with an r.o.p. color page in the *Rochester Times-Union* and *Milwaukee Journal* for a new brand, York, advertised as "the first imperial-size cigaret." This length is 5mm longer than the standard 85-mm king size.

York follows the trail blazed last month by the company's new Beech-Nut brand in Omaha and Peoria. Like Pall Mall, Beech-Nut is a king-size non-filter, packed in red.

York also boasts a red package. Advertising is built around a theme used by Pall Mall for many years. Pall Mall advertised its non-filter practically like a filter, claiming that its extra length "gentles" the smoke.

York copy says, "York travels the smoke farther . . . farther . . . farther . . . to improve smoking taste. Yes, York uses its imperial length instead of a filter to make rich tobaccos taste mild and smooth. A superbly luxurious blend of tobaccos for rich flavor. Imperial length for mild, smooth taste."

■ Industry sources described the Beech-Nut and York tests as Lorillard attempts to develop a brand that would buck the massive sales of Pall Mall in the non-filter field. Lorillard does not have a successful entrant in that category. York sells at a popular price.

Lennen & Newell is the agency for York, while Grey Advertising Agency is handling Beech-Nut. #

$1,000,000-plus Account . .

Monarch Wine Shifts from Grant to Del Wood

Client Decides Agency in Barter Business Will Stretch Dollars

NEW YORK, Aug. 17—After a year at Grant Advertising, Monarch Wine Co. has shifted its account to Del Wood Associates.

The shift followed long friction over the company's "dollar-stretching strategy." Monarch has taken bartered space for some time, while Grant attended to the regular creative and media operations. "Grant acted as the middle man and created materials for us.

(Continued on Page 95)

Court Rules Out Utah Law; It 'Impairs Right to Advertise'

SALT LAKE CITY, Aug. 15—Declaring that the right of a company to advertise "should not be impaired," Judge Joseph G. Jeppsen of third district court here ruled that Utah's new law restricting the size and placement of gasoline price signs in service stations is unconstitutional.

Judge Jeppson said the statute is "an unlawful interference with private business" and that it is "not reasonably calculated to protect the public."

The case was brought to court as a test by Salt Lake County.

■ Ollie McCulloch, chief civil deputy county attorney, said the judgment restraining the county from enforcing the law would be appealed to the Utah supreme court.

The law was passed this year by the legislature, reportedly to restrict "gas wars." It specifies that numbers on price signs at service stations may not be more than 12" high and that the signs themselves must be on the pumps. Furthermore, the law restricts signs as to refunds, rebates and discounts to numbers not more than an inch high. #

Foster & Kleiser Notifies OAI It's Canceling Contract

Pact Is 'Ironclad,' OAI Exec Says; Performance Clause Is Questioned

SAN FRANCISCO, Aug. 15—Foster & Kleiser, the second largest outdoor advertising company in the U.S., stunned the outdoor field this week when it was disclosed that F&K has canceled its contract with Outdoor Advertising Inc., New York, national sales arm for the industry. It has been a member for 30 years.

Foster & Kleiser actually sent its cancelation to OAI Aug. 1, but the move had been kept quiet until this week. Following is the text of a wire sent to OAI by Robert A. Dreyer, secretary of MetroMedia Inc., New York, which bought F&K nearly two years ago for $15,000,000 (AA, Dec. 31, '59):

"In view of your past and prospective failures to perform your undertakings under the documents dated Jan. 1, 1957, between you and Foster & Kleiser Co., we hereby terminate your services and any and all obligations we may have under said document, effective immediately. This notice is without prejudice to or in limitation of any other rights and remedies we may have in the premises."

■ F&S President Ross Barrett told ADVERTISING AGE that the decision to sever relations with OAI was "not made lightly" and was "final." He denied that any discussions

(Continued on Page 12)

CRIME—*Ads like this will alert consumers to the perils of cartnapping.* *(Story on Page 10)*

$4,050,000 Drive to Tell Mobil's Megatane Test

Summer Budget Hoarding to Beef Up Fall Effort Backing New 'Proposition'

For other news of Mobil marketing see stories on Pages 8 and 52.

NEW YORK, Aug. 16—Mobil Oil Co., whose consumer advertising has been idling since June, will go full throttle in the fourth quarter via a $4,050,000 drive, steered by Ted Bates & Co., which acquired the Mobil account July 1.

That sum is about 75% more than Mobil has normally plunked down for the quarter. It was made possible by an accumulation of ad money during the hiatus; it will allow Mobil to get "heavy concentration" in one of the year's two most active gas-selling periods (spring is the other).

Megatane, a gasoline-rating system developed by Mobil, will be the theme of the promotion. The

(Continued on Page 95)

Florida Citrus Asks Agency Presentations

JWT Bows Out—Won't 'Speculate'; BBDO Thinks B&B's Doing Just Fine

LAKELAND, FLA., Aug. 18—The Florida Citrus Commission this week picked six agencies to make presentations in October for its $3,100,000 account—and then the fun began.

• First, J. Walter Thompson Co., one of the sextet, withdrew from the bidding on learning that the commission expected finalists to show ads and copy ideas for proposed citrus campaigns. JWT said this was a request for a speculative presentation and, since this was against agency policy, it was dropping out of the running.

• Another finalist—Batten, Barton, Durstine & Osborn—today told ADVERTISING AGE that it "didn't think Benton & Bowles deserves to lose" the commission account and that it was going to advise the commission to that effect and withdraw.

The other finalists indicated today they would go ahead and bid for the citrus business. They are Lennen & Newell, Grant Advertising, Campbell-Ewald and Gardner Advertising.

Benton & Bowles, as the agency of record, will attempt to retain the business. The commission said it had made it clear that it was "anxious" to see "speculative presentations wherein prospective ads and copy ideas are shown."

■ Homer E. Hooks, the commission's general manager, announced that agencies will be heard in the following order, with each to have two hours for presentations:

Oct. 11—Batten, Barton, Durstine & Osborn; Campbell-Ewald Co.; and Grant Advertising.

Oct. 12—Lennen & Newell; J. Walter Thompson Co.; and Benton & Bowles.

Presentations will start at 10 a.m. each day.

Mr. Hooks said Benton & Bowles, holder of the account for the past six years, was given the last spot on the schedule as a courtesy, and that the rest of the program was set up alphabetically.

■ When Thompson advised the commission of its withdrawal for

(Continued on Page 87)

Murphy 'Squeezed Out' at McCann; Out at Bubble Up, Too

LOS ANGELES, Aug. 18—Joe Murphy, who last June took himself and the $1,000,000 Coca-Cola Bottling Co. of Los Angeles account to McCann-Erickson here (AA, April 10), told ADVERTISING AGE today that he has been "squeezed out" of McCann and is currently without an account or an agency.

Mr. Murphy says that he signed an agreement with McCann last June, when he was retained as "consultant" with the agency, to make available to McCann "at least 30% of his time." At the time, McCann stipulated that Mr. Murphy would not accept any employment as consultant to "a string of large national accounts." It also was stipulated that neither Mr. Murphy nor his agency—Murphy Associates—would "act on any advertising staff or other capacity for the Los Angeles Coke bottlers." It also stipulated that he would resign the Bubble Up national advertising account.

Currently, Mr. Murphy and his 11-man staff are taking a 60-day sabbatical. Mr. Murphy is going to Tahiti.

Dave Hopkins, manager of Mc-

(Continued on Page 87)

Last Minute News Flashes

Salada Shifts to C&W from Doyle Dane

NEW YORK, Aug. 18—Cunningham & Walsh has been named to handle the $1,000,000-plus Salada-Junket division of Salada-Shirriff-Horsey, effective Sept. 26. The division produces Salada tea and Junket rennet custards, quick fudge mix, freezing mix, sherbet mix and Danish desserts. Doyle Dane Bernbach is the present agency.

Papert, Koenig to Get 'Some' Burlington Business

NEW YORK, Aug. 18—Papert, Koenig, Lois today was reported about to pick up "some parts" of the Burlington Industries account, but the divisions were not identified. Burlington recently was seeking a "fresh approach" for its $500,000 corporate account, presently handled by J. M. Mathes Inc.

Gillette Sets $4,000,000 Ad Splurge for World Series

BOSTON, Aug. 18—Gillette Safety Razor Co. says it will spend $4,000,000 for its 23rd consecutive World Series campaign, from the end of August through Oct. 11. For the push, Gillette has ordered 3,400,000 copies of a pocketbook edition of "The World Series Encyclopedia"—to be offered free with purchase of a $1.95 Gillette razor. The media: three ABC-TV shows ("Fight of the Week," "Make That Spare" and the NCAA football games), "The World Series" (NBC-TV), comics strip ads in 245 Sunday newspapers; radio disc jockey shows in 100 markets; and spot tv. Maxon Inc. is the agency.

(Additional News Flashes on Page 87)

Purex Acquires Potter Drug, May Switch Agencies

SOUTHGATE, CAL., Aug. 16—Purex Corp. this week announced acquisition for $3,000,000 of Potter Drug & Chemical Co., maker of the Cuticura line of medicated drug products.

Purex said the Malden, Mass., company would be operated as a subsidiary, and that no immediate changes would be made in Potter's current management.

There was some indication, however, that changes may be forthcoming in Potter's relationship with its agency, Kastor, Hilton, Chesley, Clifford & Atherton, New York.

Leslie Bruce, ad director of Purex, told ADVERTISING AGE that while there are no immediate plans affecting Potter's agency, there "may well be" a change and that such an announcement may be forthcoming "within 60 days." He did not elaborate.

Last year Cuticura billings were about $600,000; this year they've increased to about $900,000, according to Kastor, Hilton. #

In Wake of Hegira . . .

3 Accounts Leave Atherton, 3 More Due to Follow

Atherton-Privett May Lose One-Quarter of Billings to Wade

LOS ANGELES, Aug. 18—Three accounts—Barbara Ann Baking Co., Seven Up Bottling Co. of Los Angeles and the Fresh Fall & Winter Pear Advisory Board—have announced they are moving from Atherton Mogge Privett Inc. to Wade Advertising here following the exodus of three executives from the Atherton agency to Wade (AA, Aug. 14).

Atherton Mogge Privett has announced it will change its name to Atherton-Privett on Aug. 31.

In addition, an announcement reportedly will be made shortly that Jerseymaid Milk Products Co., Pomona Paper Products (Marcel paper napkins) and Goodwin Co. (household ammonia) also will

Norton Mogge Tom D. Scholtz

leave Atherton-Privett for Wade. The hegira is expected to cost Atherton-Privett at least one-fourth of its approximate $2,700,000 billings.

Paul McCluer, Wade exec vp here, said the addition of Norton W. Mogge as senior vp, Tom D. Scholtz as account supervisor and Luther Myhro as creative assistant to Mr. Mogge and Mr. Scholtz, represents a major expansion of Wade in Los Angeles. Mr. Mogge formerly was Atherton-Privett president; Mr. Scholtz was vp; and Mr. Myhro was art director.

■ Wade reportedly has been seeking to expand here either by merger or account acquisition, particularly in the food field.

Mr. Mogge, long active in West Coast ad circles, was associated with Lord & Thomas (now Foote, Cone & Belding) and the United Prune Growers of California in the late 1920s. In 1933 he joined J. Walter Thompson Co. as Los Angeles manager and later moved to Seattle as JWT northwest manager. He returned to the JWT Los Angeles office in 1941, where he remained until 1947 when he and Jack Privett formed Mogge & Privett, which combined with Alfred Atherton's agency in 1958.

Mr. Scholtz entered the agency business in 1934 with Scholtz Advertising Service, an agency established by his father. After his father's death in 1950, he took over management of the company and continued its specialization in food and package foods. A year later he merged with Rhoades & Davis, San Francisco. In 1959, Mr. Scholtz became a partner in Atherton Mogge Privett, bringing with him the Barbara Ann Baking account.

Mr. Myhro entered the agency field with Scholtz Advertising Service in 1928 and has continued as copy and art editor with both father and son. For the past 15 years he has directed creative efforts for Barbara Ann bread, the past two and a half at Atherton Mogge Privett. #

Stone Joins Haas; Agency Is Appointed for Magnavox Organs

CHICAGO, Aug. 17—A. B (Al) Stone, who resigned earlier this year as vp and manager of the Chicago office of Biddle Co. (AA, April 17), has joined Robert Haas Advertising as supervisor of marketing, merchandising and sales promotion—a new position.

Mr. Stone did not bring any accounts with him to the Haas agency. The two accounts which moved with him twice before—Thomas Industries, Louisville, and Blocksom & Co., Michigan City, Ind.—will not travel with him this time. Both have left the Biddle agency, but Thomas named Marsteller, Rickard, Gebhardt & Reed two months ago (AA, June 19), and Blocksom does not have an agency at this writing.

The Thomas and Blocksom accounts went with Mr. Stone when he switched from William Hart Adler Inc. to Henri, Hurst & McDonald in 1957 (AA, Oct. 28), and when he joined Biddle two years ago (AA, Nov. 30, '59).

■ Meanwhile, Magnavox Co., Fort Wayne, which recently announced a new line of electric organs, has appointed the Haas agency to handle advertising for the organs. Magnavox plans to start consumer advertising in October and plans to use six or seven general and shelter magazines this year. Some ads aimed at dealers already have run in *PTM Magazine*. #

Champion Paper Changes Name and Trademark

Champion Paper & Fiber Co., Hamilton, O., has had its name changed to Champion Papers Inc. The manufacturer of publishing, packaging, business and converting papers has moved its offices to the new Knightsbridge Bldg. in Hamilton. Offices, formerly scattered over a dozen locations, are now all in the central building.

The company has adopted a new set of corporate identity symbols, employing its familiar mounted knight-champion figure.

Panamerican Names Zealand

Mrs. Esther Zealand has been appointed president and treasurer of Panamerican Publishing Co., New York. Mrs. Zealand succeeds her late husband, George F. Zealand, who died June 25. Panamerican publishes *America Clinica, Directorie Textiles Panamericanos, el Hospital* and *Textiles Panamericanos*.

MARMALADE LIKE MOTHER COULDN'T MAKE

She would have had to go to Seville to buy oranges that the Spanish sun and soil create—oranges with a delicate balance of bitter-sweet flavor. ① She would have had to make the marmalade thicker by adding more peel—more peel for heartier, zestier flavor. ② She would have had to use more oranges to get a genuine marmalade flavor—not light and syrupy but rich and robust. ③ She would have to live to 160—that's how long Chivers has been making marmalade (and they know how to make it right!). ④ She probably went out and bought her Chivers Olde English Marmalade. She was smart, like you. ⑤ Enjoy Chivers, America's favorite imported marmalade—imported from England.

JAM UNDER GLASS—*Chivers & Sons, London, breaks its fall campaign with this color fractional page in The New York Times, Sept. 17, followed by regional editions of Family Circle and Woman's Day. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.*

Reach, McClinton Billings Up 11.3%; Earnings Gain 27%

NEW YORK, Aug. 17—Reach, McClinton & Co. racked up an earnings gain of 27% on a billings increase of 11.3% in its fiscal year ended last June 30.

Issuing its annual report, the agency showed 1961 gross billings of $25,040,399, compared with $22,358,300 for 1960.

Net income after taxes and payments to the employes profit sharing fund totaled $112,460, compared with $88,400 in the previous year.

■ The agency contributed $105,000 to the profit sharing fund—up sharply from the previous year's contribution of $73,000.

Earnings per share—the agency has 15,903 shares of common stock outstanding—advanced from $4.80 to $6.35. For the second year in a row, the agency declared a 5% stock dividend. #

Texas Stations Halt Plan to Put Feminine Product Ads on TV

DALLAS, Aug. 17—North Advertising's plan for easing a new feminine hygiene product into television through the guise of using tv to ballyhoo newspaper advertising has been nipped in the bud.

A tv test campaign, starting Aug. 21, had been planned for Mayfield Industries' home market of Dallas-Fort Worth. But when word of the plan began to circulate, the stations refused to clear time for the schedule, pending a ruling by the National Assn. of Broadcasters' code review board on Oct. 30. Feminine hygiene products constitute one of the few categories specifically banned by the industry code.

■ North's strategy called for a most subtle approach to this delicate area. Station identification announcements for Colleens, a new sanitary napkin now being introduced to customers in the Dallas-Fort Worth market (AA, July 24), were to have shown newspaper mastheads with a voice over suggestion: "In the woman's section of tomorrow's paper, there's an exciting letter you may remember all your life." There was to be no mention of the product name in this two-week daytime and nighttime schedule of spots. The idea was to use tv to stir up interest in the newspaper ads, which gave the full product story.

The newspaper test is running as scheduled without the support of the tv reader come-ons. Newspaper ads started last month before the product was in distribution.

If buyer reaction is favorable, Mayfield Industries, set up in 1960 to market Colleens, hopes to distribute the product nationally. The West Coast may be one of the next test areas. #

Pratt Appoints Nicholas

Bayard Nicholas has been appointed market research manager of Pratt & Whitney Co., West Hartford. Mr. Nicholas was formerly manager of marketing research and sales development of *American Machinist/Metalworking Manufacturing*.

Quinby Joins Maxwell

Orrin deH. Quinby, formerly copy supervisor of VanSant, Dugdale & Co., Baltimore, has joined Maxwell Associates Advertising, Bala Cynwyd, Pa.

Means to an end.

VIRILITY—*In this b&w page scheduled in the September issue of Playboy, Capitol Records suggests that one can hardly offer women a more potent combination than diamonds, furs and its new album, "Lover's Portfolio," to win their love. Carson/Roberts, Los Angeles, is agency for Capitol.*

Capitol Records, Schieffelin Push 'Lover's Portfolio'

LOS ANGELES, Aug. 15—In what may be the most logical match of the year, Capitol Records and a New York liquor distributor have teamed up in a promotion boosting booze, music and Jackie Gleason.

Starting with the Aug. 24 issues of *Newsweek* and *Sports Illustrated*, the distributor, Schieffelin & Co., importer of Teacher's scotch, Plymouth gin and other alcoholic beverages, will run a series of b&w ads promoting both the Teacher's label and Capitol's latest Gleason album, "Lover's Portfolio."

An additional page is scheduled by the distributor in a September issue of *The New Yorker*, plus half-page units in *Esquire, Holiday* and *Look*.

■ At the same time Capitol, over its own signature, will run a b&w page in the September issue of *Playboy*.

The promotion also includes circulation of Schieffelin promotion material by Capitol dealers and extensive point of sale material to be displayed in record shops throughout the U. S.

Carson/Roberts is agency for Capitol; Donahue & Coe for Schieffelin & Co. #

'BH&G' Increases Rates; Offers New Ad Plan

Better Homes & Gardens has announced an increase in advertising rates and in circulation base effective in March, 1962. A b&w page will cost $25,745 and a four-color page $35,170. The rates are currently $24,175 and $33,025, respectively. The new circulation base is 5,700,000, an increase of 350,000.

A new alternate copy plan will be available with the new rates. The plan allows advertisers to buy pages and half pages in every second newsstand and subscriber copy of *Better Homes & Gardens* national editions. A b&w page will cost $14,275 and a color page will run $19,500.

Bolder Names Nightingale

Larry Nightingale, formerly copywriter and account executive of William J. Barber Associates, Jenkintown, Pa., has joined S. Bolder & Co., Philadelphia, garment manufacturer equipment dealer, as director of advertising.

Highlights of This Week's Issue

William F. Heimlich, formerly director of public affairs for the Office of Civilian Defense Mobilization, joins the Assn. of National Advertisers as a vp .....Page 4

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National Distillers Products Co. launches drive for Prefontaines French wine .....Page 24

General Telephone & Electronics stays in the October issue of Coronet for nostalgic and value reasons .....Page 42

Post Office Department issues a fraud order to stop Washington Mushroom Industries Inc., and A. T. Lelles, its president, from promoting the sale of mushroom growing kits .....Page 43

Midyear enrollment of the new Famous Writers School, offshoot of Famous Artists School, totals 2,000 .....Page 46

American Petroleum Institute begins test in 10 cities to determine whether promotion of one-day trips can boost consumption of gasoline, at a time when the industry is plagued with excess capacity and price wars .....Page 50

Chicago Printed String Co. study reveals that packaging plays an important role in the consumer's buying decision and the convenience and inconvenience experienced with a package can determine which brand is bought ....Page 52

Institutions, which has maintained the same format since its founding in 1937, will adopt a new look with its January, '62, issue .....Page 56

National Distillers Products Co. swings away from the decanter in favor of pre-wraps .....Page 58

Federal Trade Commission investigates promotional procedures for eight major classes of prescription drugs ....Page 60

Harry W. McMahan discusses techniques used by Procter & Gamble in its tv commercials .....Page 63

Puritan Sportswear Corp. puts small advertising budget into large ad units in line with the theory that it is better to "shout once than whisper six times" .....Page 72

Advertising Research Foundation distributes study of the San Francisco market, sponsored by the San Francisco Chronicle .....Page 75

Wilh. Andersson Advertising Agency study reveals that Swedish national press advertising increased by 12% in 1960 .....Page 79

Sales/Marketing Today, successor to Salesweek, bows .....Page 80

Earl Klein, president of Animation Inc., says a plan to produce an animated film detailing the benefits of advertising to industry and to the nation's economy has been shelved due to "lack of support" within the ad business itself .....Page 83

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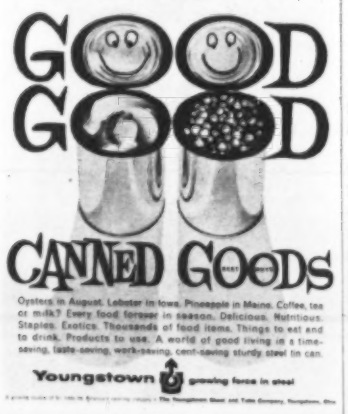
Youngstown Sheet & Tube Promotes Canned Groceries

Consumer, Business Publications Set in Nargus-Backed Drive

YOUNGSTOWN, Aug. 15—Youngstown Sheet & Tube Co., one of the nation's leading suppliers of tin plate to the U. S. canning industry, will go to the grass roots retail level this fall to promote canned grocery products.

The company, along with 19 other companies, will participate in the annual "All American Brands" promotion which will run Oct. 5-14, sponsored by the National Assn. of Retail Grocers of the U. S. and *The Saturday Evening Post*. This is the first time that a basic steel producer has ever participated in this annual retail grocery promotion.

The theme of Youngstown's campaign is "Good good canned goods." Space advertising includes a two color page ad in the Oct. 7 issue of *The Saturday Evening Post*, a two-color spread in the September issue of *Modern Packaging*, and a two-thirds page ad in the September *NARGUS Bulletin*. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.



GOOD GOODS—*Youngstown Sheet & Tube Co. will run this two-color page ad in the Oct. 7 issue of The Saturday Evening Post promoting food products in cans.*

■ Promotional material will be produced and distributed to Nargus members—some 100,000 independent retail grocers—by the *Post* at no cost to the grocers. The Youngstown material will permit the grocer to feature any canned goods items he desires during the two-weekend promotion. Youngstown will have five shelf talkers and three mass display cards for dealer pricing use. #

Studebaker Sets Hi-Fi Color Ads

DETROIT, Aug. 17—Studebaker will become the first U.S. automobile manufacturer to use hi-fi color in newspaper advertising when the 1962 Lark is announced Sept. 22. Studebaker reportedly is scheduling its hi-fi ads for 50 to 60 top markets.

In addition, at least one auto agency has been investigating the possibility of using hi-fi for its client's '62 announcement ads. Renault has used hi-fi in Europe.

Other color uses planned by auto companies include a four-color page by Chevrolet in top markets, and single-color spots by Ford, Rambler and Oldsmobile. #

Stahl Ellis Sandell Osborne Overman

SYMBOL SESSION—*George W. Sandell, advertising staff administrator of 3M, and Gerald Stahl, president of Gerald Stahl Inc., explain the new corporate identity program for Minnesota Mining & Mfg. Co. to representatives of three of the company's agencies—Robert Ellis, of Batten, Barton, Durstine & Osborn; Steve Osborne, of Erwin Wasey, Ruthrauff & Ryan; and Jack Overman, of MacManus, John & Adams. Mr. Stahl designed the new 3M corporate symbol.*

New Symbol Will Link All 3M Divisions

Symbol Will Identify 27,000 Products, 140 Brands in Many Fields

ST. PAUL, Aug. 15—Minnesota Mining & Mfg. Co. climaxed a 13-month project last week when it adopted a new corporate symbol.

The 3M company, which manufactures and markets more than 27,000 products in a wide variety of fields, unveiled the new symbol and a new corporate identity program to its key advertising, sales and marketing executives and representatives of three of its eight agencies last week in an all-day meeting at its research laboratories.

In addition to approving a new corporate trademark, which will be used in the future by all of the company's divisions and subsidiaries in their advertising, labeling and packaging, 3M also had a special typeface designed for use in its brand names and division signatures.

The new program has one principal goal—to stamp all products made by the company with the same corporate symbol so consumers will know they are buying a 3M product. To a company which has more than 140 brand trademarks for thousands of products in many fields, this could eliminate much confusion. The new symbol will replace somewhere between 17 and 28 variations on the 3-M mark which were used last year to identify 3M products.

■ Joseph C. Duke, exec vp of 3M,

(Continued on Page 90)

Carr Joins Drew; Kirkgasser Shop Is Now Drew & Carr

CHICAGO, Aug. 15—William B. Carr, who resigned recently as exec vp of Byron & Carr, New York, will join Kirkgasser-Drew here Sept. 1 as exec vp of the agency—a new title. The agency will change its name at that time to Drew & Carr Inc.

Mr. Carr will bring two accounts with him—the magazine division of Statistical Tabulating Corp., Chicago, and National Peanut Council, Washington.

Statistical Tabulating owns *Coupon*, now inactive, but reportedly plans to bring out a consumer magazine for women some time next year.

Other officers of Drew & Carr, in addition to Mr. Carr, are Leslie A. Drew, president, and his two sons, Roger L. and Robert E. Drew, vps. George Kirkgasser retired from the agency last year.

■ Mr. Carr joined Mark Byron Inc., Westport, Conn., earlier this year (AA, Feb. 20), and the agency changed its name to Byron & Carr and moved its headquarters to New York City. That agency will revert to its former name but will remain in New York. Mr. Carr formerly was president of Million Market Newspapers and a vp of N. W. Ayer & Son, Chicago. #

Reed & Reese Names Bland

Reed & Reese Electronics, Pasadena, has appointed Bland Advertising, Pasadena, to handle its advertising.

Madison Ave. Was Youthful Aberration —but Fun: Bowles

WASHINGTON, Aug. 15—Under Secretary of State Chester Bowles today passed over an opportunity to tell the National Press Club more about his experiences in the advertising business.

Mr. Bowles' feelings about advertising have been a matter of some mystery since his appearance earlier this year on "Washington Conversation," on CBS-TV (AA, April 17). At that time he expressed regret that he had spent any time in advertising, and he said, "If I were going to do it all over again, I would have gone into government immediately after college, and stayed in it."

■ During the question period following his speech at the press club today, one questioner noted that the Under Secretary was wearing a gray flannel suit. He asked: "Do you miss your old friends from Madison Ave.?"

Mr. Bowles replied diplomatically, "I enjoyed Madison Ave. in my time. I was not there very long. I left when I was still very young."

He said, "Madison Ave. did well by me, and I have many friends there."

But, he observed, he doesn't see them very often. #

Kipp Boosted by Magazine

Ronald L. Kipp has been appointed national sales manager of *Electronic Technician*, New York. Mr. Kipp was formerly eastern sales manager.

Dry Soup Battle Bubbles; Campbell, Knorr Challenge Dominance of Lipton

New Entries Use Kettle Ad Motif; Hope to Lure More Users to Product

By Phyllis Johnson

NEW YORK, Aug. 16—Campbell Soup Co., going on a new product binge this fall, will bring out "a greater number of new products this fall than ever before"—including its first dry soup mixes.

Campbell's entry into the dry soup field presages the first major marketing battle in this relatively peaceful product area. Heretofore, dry soups, with less than 6% of the soup market, have been relegated to a small corner in the sprawling soup section in grocery stores. Only a few companies have competed nationally for shelf space, mainly Thomas J. Lipton Inc.; Wyler & Co. (acquired by Borden Co. in April); and J. J. Grass Noodle Co.—with Lipton holding 95% of the business. A. Goodman & Sons is a factor in New York City and a few other cities across the country.

■ Dry soups suddenly acquired new stature in January, when the Best Foods division of Corn Products Co. announced it would bring the Knorr dry soups—"the best-selling soups in Europe"—to the U.S. this fall (AA, Jan. 30, July 24). This week the soups arrived in stores in the East and Midwest, a month ahead of schedule, and in mid-September a $2,400,000 campaign will get under way.

Now, with Campbell, soup giant of the world, tossing its mighty brand name into the field, it is expected that several more million dollars will be working to see that many a housewife tries dry soup for the first time this fall. Leo Burnett Co., Chicago, the agency that introduced Campbell's frozen soups in mid-1950, has been appointed to handle the new dry soups.

■ Campbell officials, "under threat of death from the sales department," are saying nothing about their ad plans—other than the fact that the soups will be introduced on a market-by-market basis starting in September and October. National distribution is not expected—or hoped for—for a year. "If the soups sell as well as we expect in each market, we won't have sufficient production for national distribution until well into 1962," William B. Murphy, Campbell president, said at a press conference today.

As for ad plans, Mr. Murphy would say only that a "heavy" schedule of advertising, promotion and sampling is planned. "We've introduced enough new products to know what it takes to get customers to try one," he said, adding that the introductory ads would probably offer a free trial. This is a traditional offer at Campbell,

(Continued on Page 89)

EASY OPENING—*Campbell's new Red Kettle dry soups will come in cans like this which can be opened by pulling a tab.*

Campbell Cooks Batch of New Foods for Hungry Public

CAMDEN, N. J., Aug. 16—Campbell Soup Co. which always has a batch of new products in its test kitchens, will be serving up "more new ones this fall than ever before."

Besides its seven new dry soups, Campbell has two new condensed varieties ready for the consumer. One is a vegetable beef soup with lentils—the first time Campbell has used this tiny brown pea. The second soup is chili bean, which is expected to be a big seller in the South, Midwest and Far West.

■ Under the Swanson label, the company will bring out a 5-oz. frozen pork pie "which has consumer-tested extremely well," plus three "old-fashioned deep-dish" frozen pies. These three will be chicken, beef and turkey pies, packaged in rectangle dishes.

Via its Pepperidge Farms brand Campbell will introduce a new pan roll which it hopes to get into national distribution this fall, although at present "it's too swamped with orders to do so." Pepperidge also will be busy test-marketing about a dozen other products this fall.

For the vending market, Campbell will introduce beef stew and chicken stew. #

new! soups with faraway flavor...
now! take a kettle cruise of Europe with 7 new Knorr soups
Knorr makes Europe's best-selling soups

COPPER KETTLE—*This spread in October issues of women's service magazines will invite consumers to "take a kettle cruise of Europe" via the new Knorr line of dry soups, being introduced in the U. S. by Best Foods. Dancer-Fitzgerald-Sample is the agency.*

Bell Expands Its Shop-by-Phone Ads for Retail Stores

PHILADELPHIA, Aug. 15—In the December issues of *Ladies' Home Journal* and *McCall's* an ad will show two female hands holding an overload of laundry.

Copy will ask: "Have your hands full at home? Then shop by phone!"

In the September issues of *Department Store Economist, Merchants Trade Journal* and *Stores*, Bell Telephone System will hammer home to department and specialty stores how much telephone shopping can mean to them in additional sales and profits.

This expanding ad program, prepared and placed by N. W. Ayer & Son, stems back to the early 1950s, when department stores began to feel competition more sorely. At this time, the American Telephone & Telegraph Co.'s search for new ways to spur demand for phone equipment and services came to the fore.

■ The department store's plight began with the population shift to the suburbs which led to declining sales volume for downtown stores. In 1954, Ayer was asked to study the requirements of a successful telephone selling department. For AT&T, Ayer's researchers found it could open a profitable field, but its success would depend on how it was applied by department stores.

Two years later, the Chesapeake & Potomac Telephone Co. of Maryland, in conjunction with Stewart & Co. department store, which had already experimented on phone ordering, launched a phone selling operation.

During the 14 months of the test, sales volume in Stewart's downtown store continued to decrease, compared to the previous year, at an average monthly rate of more than 2%. Stewart's new telephone selling department, in contrast, accounted for an average monthly sales increase of more than 33%. This success story was brought to the attention of five Baltimore stores by Ayer and resulted in the launching of a city-wide promotion with the slogan: "Shop by phone when you can't leave home."

Have your hands full at home?
THEN SHOP BY PHONE!
When housework calls a halt to your shopping trips, just settle back and shop by phone.
Telephone shopping is quick. It's easy. It's the one way to get things your family can't do without—when you can't get out of the house.
So whatever bad weather, no car—whatever—keeps you from going downtown, pick up the phone and go shopping. You're just seconds away from any store in town.
BELL TELEPHONE SYSTEM

FULL HANDS—*Bell will use this fractional page ad in the December Ladies' Home Journal and McCall's to promote phone shopping.*

■ Meanwhile, the case for organized phone selling had been put before the National Retail Merchants' Assn. convention in New York, via an Ayer-prepared presentation called "What's Popping in Shopping." An eight-page insert in three trade magazines followed this. Since February, 1959, ads have run monthly in *Merchants Trade Journal, Stores* and *Department Store Economist*. Consumer ads followed late in 1960.

This campaign was brought to a zenith in the August issue of *Reader's Digest*. A color spread showed a woman's hand lifting a phone on the left page. Headline on the facing page read: "How to shop at Sears at 3 a.m." The Sears ads informed readers they could shop by phone from the famous Sears catalog.

From AT&T's point of view, the project has meant profit. New York service reported to Ayer that installations of equipment have brought more than $1,000,000 of revenue to the company, not to mention the increased volume of calls.

Ayer estimates that there is some form of phone selling department in about half of all department stores doing a yearly gross of $5,000,000 or more. #

De Mar Named Exec VP

Co/Ordinated Communications, Chicago, has appointed Ed De Mar exec vp. Mr. De Mar was formerly assistant director of the financial department of the Public Relations Board. Co/Ordinated was formed earlier this year as an affiliate of Stern, Walters & Simmons, Chicago agency.

'Volunteer Firefighter' Sold

H. Marvin Ginn Corp., Chicago, has purchased *Volunteer Firefighter* from Thomas M. Higgins Co., Charlotte, N.C. The publication, which has a controlled circulation of nearly 17,000, will be moved to Chicago and published at 612 N. Michigan Ave.

Haire Publishing Acquires Stock Held by Haire Family

The common stock of Haire Publishing Co., New York, held by three members of the Haire family, Andrew J. Jr., a director and vp and treasurer; Mrs. Eileen H. McCann; and Mrs. Margaret H. Mitchell, both directors—and the preferred shares held by these three and by members of their families—has been purchased by the company. Thomas B. Haire, president, said that the selling members of the family have resigned as officers and directors.

Mr. Haire announced that the company's new directors, elected immediately following the sale, are Thomas B. Haire, president and treasurer; John J. Whelan, exec vp; Ralph G. Groskoph, assistant treasurer and secretary; and Frank A. Lederle and Fred L. Shaner, vps. The new board of directors also includes David B. Chase, senior partner at J. K. Lasser Co.; William C. Macmillen Jr., consultant to Kuhn, Loeb and former president of Chesapeake Industries and Colonial Trust Co.; William Dillon, partner in Simpson, Thacher & Bartlett; Kent W. Gurney, assistant vp, Empire Trust Co.

Haire Publishing puts out more than a score of publications, including *Crockery & Glass Journal, Corset & Underwear Review, Housewares Review, Premium Buyers' Guide, Profit Parade* and *Toys & Novelties*.

Chouinard Joins 'Junior Auction'

Casper (Cap) Chouinard has been appointed national sales manager of "Junior Auction," the weekly tv show for youngsters. During the past two years, Mr. Chouinard has been an account executive with KMSP-TV and WTCN-TV, Minneapolis and St. Paul.

Heimlich Joins ANA; PR Effort Intensified

NEW YORK, Aug. 18—William F. Heimlich, formerly director of public affairs for the Office of Civilian Defense Mobilization, has joined the Assn. of National Advertisers as a vp. He will coordinate the ANA's "intensified program in the areas of public relations of advertising and industry, as well as government relations."

William Heimlich

Objectives of the stepped-up ANA program, according to Peter W. Allport, president, are "to develop understanding and appreciation of advertising's role among educators, government, thought leaders and the public; and to raise the efficiency and effectiveness of advertising by sustaining its believability and acceptability."

Mr. Heimlich, who has been a producer, program director and station manager with WOSU, Columbus, O., was assistant to the president of Gray Mfg. Co. from 1950 to 1957. In government, he served as a consultant to the Senate foreign relations committee, Senate judiciary committee and the House un-American activities committee.

■ During the Berlin blockade in 1948-'49, Mr. Heimlich built and directed Radio Rias, which countered Soviet propaganda. He was chief of U. S. military intelligence in Berlin from 1945 to 1947. Later that year he became U. S. representative on the Allied Kommandatura (Berlin) government committee. #

Cincinnati Will Hum Tomorrow because SHE SHOPS HER PAPER TONIGHT

Buy the newspaper that spends the evening with almost 1,000,000 readers! Only the Post and Times-Star can do an adequate advertising job alone . . . reaching 72% of families, 43% of whom read no other daily! Here's a mighty vigorous medium serving a market rich and buying, and it can be had at one of the nation's lowest millines. Join Cincinnati night life, at home with all these families!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

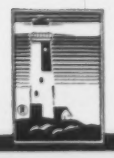
43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

In The Top 20 In Total Retail Sales

Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top markets almost bumper to bumper with Baton Rouge, Chattanooga and Mobile and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1961 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine

9,567,000* **women noted this ad**

***more than twice the number produced by the same ad in a leading women's magazine**

77%

of all the women in THIS WEEK's audience

Source: Daniel Starch & Staff.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION **13,901,712**

This Week MAGAZINE

CHOCOLATE CHERRIES—*E. J. Brach & Sons, Chicago, is running this color page in the Nov. 15 issue of Life and on Nov. 19 in 300 newspapers including This Week, Family Weekly and Parade supplements. John W. Shaw Advertising, Chicago, is the agency.*

Brach Sets Print Push for Candies

CHICAGO, Aug. 16—E. J. Brach & Sons will launch a fall drive promoting its box chocolates, chocolate covered cherries and Goblin Approved Halloween candies.

The campaign will kick off in the Oct. 4 issue of *Life* with a color page boosting Brach's milk chocolate peanuts, Stars and chocolate covered bridge mix.

This will be followed by a similar ad in the Nov. 1 *Life* and in Nov. 5 issues of 300 newspapers, plus *This Week*, *Family Weekly* and *Parade*, featuring the company's malted milk balls, creme drops and peanut clusters.

■ Color pages will run in *Life* Nov. 15, and in the 300 newspapers on the 19th promoting Brach's chocolate covered cherries.

GOBLIN APPROVED—*Part of the E. J. Brach & Sons fall candy campaign, this color unit will run in the Oct. 18 Life. The ad boosts Brach's 61 varieties of Goblin approved Halloween candies.*

A color 1½ page spread will run in the Oct. 18 *Life* for the Halloween line of candy.

New packaging and displays are being offered to retailers along with a cash prize contest for store owners.

John W. Shaw Advertising, Chicago, handles the Brach account. #

McCann Join's 'Harper's Bazaar'

Pete McCann, formerly with the Chicago sales staff of *Puck—The Comic Weekly*, has joined the Chicago staff of *Harper's Bazaar*.

'Go to Dentist,' Dental Group Urges via Radio Spot Push

CHICAGO, Aug. 16—The Chicago Dental Society is happy with the success of a continuing advertising campaign which it began more than a year ago.

The dental group has been buying about 35 radio spots every other month on WMAQ to persuade the public to see a dentist regularly to protect its health.

The spots—prepared and placed by Julian Jackson Agency—run on the early morning "Henry Cooke Show" and the late afternoon "John Doremus Show."

Currently the radio spots are reminding parents to "take your child to the dentist before school begins." In the past the spots have promoted Children's Dental Health Week, in February, and the society's post-payment dental budget plan, which operates through First National Bank of Chicago. This plan was described as a kind of Blue Cross for the dental field, except that the patient pays after the dental work is done. The agency said that as a result of the plan some $5,000,000 worth of dental work has been done that might not have been done otherwise.

■ The agency said the campaign involves no conflict with ethics of the dental profession. A directive of the American Dental Assn. says there is no objection to advertising when done on the part of the profession as a whole in the interest of the public welfare and this is considered a prerogative of the local societies. Advertising by individual dentists, as by doctors, is strictly limited by respective associations. #

Time-Life Hooks Up with Lebanese TV Company

Time-Life Broadcast, tv and radio division of Time Inc., has become an operating partner in the Lebanese Television Co., known as CLT—Campagnie Libanaise de Television. CLT, located in Beirut, owns and operates the only tv facility in Lebanon.

Under the arrangement, Time-Life Broadcast becomes a minority stockholder in CLT and will take "an active part in station management, programming, production and sales." Sig Mickelson, vp of Time-Life Broadcast, who negotiated the Lebanese agreement, will be responsible for the Time-Life participation, its first in the foreign field. The company has been a station owner and operator since 1952, and currently has four cities in its stable, with tv and radio facilities in each: WOOD, Grand Rapids; KLZ, Denver; WFBM, Indianapolis; and WTCN, Minneapolis.

Auto Books' Readers at 38,000

In a story (AA, Aug. 14) about McGraw-Hill Publishing Co. revamping *American Automobile/el Automovil Americano* to bring the magazine in line with the "realities" of the overseas automobile business, ADVERTISING AGE reported that the publication would be renamed *Automobile International*, with the Spanish-language edition being titled *Automovil Internacional*, and that the combined circulation of the two editions would be over 30,000. Actually, the combined circulation of the two editions is now over 38,000.

Kolberg Joins Columbus

Gerald D. Kolberg, formerly of M&R Dietetic Laboratories, Cleveland, where he handled promotional activity for Pream, has been named sales promotion manager of Columbus Coated Fabrics Co., a division of Borden Chemical Co., Columbus, O.

HOW TO TELL THE PEOPLE...THAT OTHER PEOPLE ASK

The modern corporation's reputation is the product of many elements . . . not the least of which is the collective opinion of the "money men." Barron's readership includes this all-important group who control and influence the sources of money . . . who help determine the flow of investment dollars by word, thought and action. They are in the key position to give advice on financial matters to countless hundreds of thousands of lay investors. Among Barron's subscribers are the investment counselors, the investment bankers, the security analysts, the professional investors. Barron's should be your first choice to reach these opinion molders . . . and *through* them the other minds you'd also like to influence.

BARRON'S

...where advertising, too, is read for profit!

THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

New York 50 Broadway
Chicago 711 W. Monroe St.
Los Angeles 2999 W. 6th St.
Boston 388 Newbury St.
Cleveland 1325 Lakeside Ave.
Philadelphia 1528 Walnut St.

NOW!

Ladies' Home Journal OUTSELLING ALL OTHER WOMEN'S MAGAZINES AT NEWSSTANDS!!!!

Brightest, Dazzlingest Christmas Pages Ever!

BREATHTAKING!

Now! New! Bigger, Brighter, Better-than-ever Journal

OCTOBER
EXCLUSIVE INSIDE STORY ON
PARIS FALL FASHIONS!

Wait till you see
SEPT.
OUT AUG. 29!

JOURNAL CIRCULATION CLIMBING STEADILY YEAR AFTER YEAR

Kennedys on Vacation

August Issue!

FIRST
Authentic Account of her life in Monaco.
OCTOBER ISSUE!

BOLD!!

SCOOP! SCOOP!
DAPHNE DUMAURIER'S
NEW BOOK!
COMING SOON!

"Numbers are clearly important. But they can never be the total answer to any media problem. . . . Almost all the ills that can be attributed to all types of advertising media would be substantially lessened if buyers would stop pushing for that last 10% in circulation or viewing that tends to break the back of media. If buyers were willing to settle for more nearly natural circulation and ratings, costs would probably go down and everyone might benefit."
— EXCERPTED FROM ADVERTISING AGE JULY 31

☆ADLAI
STE VEN SON
SPEAKS OUT ON OLD-FASHIONED MORALS—IN THE
SEPT. JOURNAL

Yes, friends,
you reach more of the youngest, wealthiest, best-educated women's-magazine readers in the
LADIES' HOME JOURNAL

BEST-LOOKING YET

BOOK OF THE YEAR!
ROMAIN GARY'S AUTOBIOGRAPHY! SEE IT FIRST IN OCT. JOURNAL

Now more than ever, when the Journal speaks—women listen

Last Minute Buy . . .

Beech-Nut Life Savers Puts $8,000,000 Budget into NBC-TV in Coming Season

Flexibility of Net TV Shown in New Contracts Helps Medium Rival Spot

NEW YORK, Aug. 18—If an advertiser wants a deluxe scatter plan for network tv coverage, he should wait until the tag end of the selling season.

This is the chief lesson to be learned from three major deals negotiated this week by well-heeled sponsors with unallocated budgets.

After having been wooed by all three networks, Beech-Nut Life Savers decided to spread its $8,000,000 budget—and spread is the word—from morning to late evening on NBC. This amounts to a vote of confidence for NBC, which last year had Beech-Nut as a client for several participation shows, ranging from "Dough Re Mi" to Jack Paar.

The 1961-'62 buy, for which Young & Rubicam is the agency of record, will cover several daytime programs, plus Jack Paar and practically all the prime evening shows on NBC that are sold on a minute-insert basis. Neither the network nor Y&R would specify precisely what was involved in this package.

■ With the Beech-Nut sale, NBC's Saturday night feature movie is now sold out to 12 sponsors for the start of the new season.

Another advertiser certain to get a good deal of mileage out of its tv dollars in coming months is Mobil Oil Co., which will be very much in evidence on ABC and CBS. *(See separate stories on Mobil advertising on Pages 1 and 52.)*

Mobil's $1,600,000 contract with ABC calls for participations in 11 nighttime entertainment shows, and in the early evening news and the Sunday afternoon American League football games. On CBS the company ordered $1,600,000 worth of participations in eight nighttime minute carrier shows, ranging from the frivolous ("Pete & Gladys") to the substantial ("CBS Reports" and "Eyewitness to History"). The network lineups will be tailored to coincide with the sponsor's marketing area.

■ For the 13 weeks starting in late September, the oil company's ads will be carried on a total of 21 network tv shows. Ted Bates thus has shifted Mobil's television approach. In 1960, under Compton Advertising, the former agency, there was no network tv. For the last quarter of 1961 at least, under Bates, no spot television is planned.

The kind of flexibility exhibited in the Beech-Nut and Mobil contracts—and in any number of others set for the coming season—is making network an increasingly potent competitor for what used to be spot business.

There are minutes to be had, pretty much at the advertiser's bidding, on a wide variety of daytime plans and on a great deal of the prime time schedule. This week the line against excessively segmented nighttime selling buckled at CBS when sustaining halfhours were opened up for minute inserts.

■ The combination of flexibility, ease of buying and reach already has lured in such former spot stalwarts as International Latex, which will mix spot with a prime-time participation schedule on NBC starting in the fall. A new name in the network sweepstakes for fall is Landers, Frary & Clark, whose Universal Product lines will share network commercial time on a number of shows with other products of J. B. Williams Co., of which Universal now is a part (AA, July 24).

■ Other new business at the nets:

ABC—Brunswick Corp. (McCann-Erickson) for participation in four nighttime shows; Beatrice Foods Co. (Erwin Wasey, Ruthrauff & Ryan) for a new weekly half-hour show, "Magic Ranch," starring magician Don Alan; E. R. Squibb & Sons (Donahue & Coe) for time on the 6 o'clock news, and Charles Antell division of B. T. Babbitt (Geyer, Morey, Madden & Ballard) for daytime minutes.

CBS—Here there was a flurry of minute sales as unsold halfhours as well as hours were opened to participation buys for the fourth quarter. Among the takers: Smith, Kline & French (Foote, Cone & Belding); Polaroid (Doyle Dane Bernbach); Procter & Gamble (Benton & Bowles); Best Foods (Sullivan, Stauffer, Colwell & Bayles); Norwich Pharmacal (Benton & Bowles); and American Motors (Geyer, Morey). Eldon Toy Co. (Kenyon & Eckhardt) bought "Video Village Jr. Edition."

■ **NBC**—Three more advertisers lined up in the specials camp: P&G (B&B) for "Hollywood's Golden Years" on Nov. 29; Union Central Life Insurance Co. (no agency) for two "Project 20" shows on Gen. Lee and Gen. Grant and, tentatively, Chrysler Corp. (Leo Burnett Co.) for "Lerner & Lowe Sketchbook" in February.

Added to the list of NBC participation sponsors were Kemper Insurance Companies (Clinton E. Frank Inc.) for "All-Star Golf"; and Derby Foods (Y&R) for 41 minutes in "International Show Time." #

what our ma got!
DEL MONTE ROUND-UP
is at the store now
There's plenty more where these come from! It's the 15th Annual Del Monte Round-Up! Stock up today on famous Del Monte Quality—always your best buy in canned foods. At your grocers' October 6—November 4.

ROUND UP—*California Packing, San Francisco, will promote its annual Del Monte Round-Up with this spread in the Oct. 6 Life and with spots on CBS Radio. The bargain promotion of Del Monte canned foods will be backed by point of sale material in grocery stores from Oct. 6 to Nov. 4. McCann-Erickson is the agency.*

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

In the 72-county, 4-state Charleston-Huntington market, WSAZ-TELEVISION is the *only* television station seen everywhere. No other single television station even approaches this exclusive coverage. Reason? The market was *created* by WSAZ-TELEVISION, through its power and programming. Pick Charleston-Huntington and WSAZ-TELEVISION . . . reach two million people earning $4 billion a year in the heart of the "American Ruhr" region of the great Ohio Valley. Your Katz Agency man can tell you more about this newest Goodwill Station, and why it belongs on your must-buy list.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

*Cost per mention based on current one-time black-and-white page rates.	Newsweek		Time		U.S. News & World Report	
	percent coverage	cost per mention*	percent coverage	cost per mention*	percent coverage	cost per mention*
Industrial Equipment Mfr. *1,063 respondents*	39.1	$18.79	42.9	$31.36	21.0	$28.45
Office Supplies Mfr. *2,191 respondents*	44.4	$ 8.04	44.6	$14.62	28.4	$10.20
Steel Company *972 respondents*	40.4	$19.89	43.7	$33.65	31.3	$20.87
Constr. Material Assn. *696 respondents*	39.5	$28.42	33.9	$60.59	27.6	$33.05
Producer, Rubber MECHANICAL GOODS *818 respondents*	43.9	$21.76	46.1	$37.93	32.4	$23.94
Ind'l Lubricants Refiner *888 respondents*	30.1	$29.27	29.4	$54.79	16.7	$42.87
Truck Manufacturer *1,424 respondents*	27.4	$20.04	22.1	$45.40	12.6	$35.45
Chemical Corporation *1,483 respondents*	27.8	$18.92	40.7	$23.68	18.2	$23.50
Another Steel Co. *805 respondents*	33.3	$29.16	31.1	$57.20	21.0	$37.54
Rockets & Missiles Mfr. *1,248 respondents*	40.1	$15.60	53.8	$21.28	31.1	$16.35

Their research proved it!

Ten major companies (and there are more to come) have conducted marketing and readership studies, in cooperation with Newsweek. They selected their own samples of *customers and prospects*. Above, you see the coverage by the newsweeklies—and their efficiency of coverage. In every case, Newsweek proved to be the most efficient. For details of these studies, contact your local Newsweek Representative, or Charles E. Kane, Advertising Director, Newsweek, 444 Madison Avenue, New York 22, N. Y.

by industry's own measurements . . . the most efficient newsweekly

Honeywell Tests Air Cleaner in 5 'Polluted' Cities

MINNEAPOLIS, Aug. 17—Minneapolis-Honeywell Regulator Co. has picked five areas where the air is "high in contamination" to conduct test advertising campaigns for its recently introduced air cleaners.

The company will concentrate local advertising in five markets—Philadelphia, Kansas City, Indianapolis, Chicago, and Cincinnati—using newspapers or radio or tv in each. At the national level, Minneapolis-Honeywell will run b&w spreads in *House Beautiful* and *House & Garden* (with a split run in *House & Garden*).

The tests are preparatory to a 1962 drive, which will herald a new company advertising concept. The strategy is to move cautiously in test markets, using varied media combinations, since most Minneapolis-Honeywell advertising has formerly been confined to trade publications. The only consumer advertising run by the company was corporate copy in newspapers.

■ Richard L. Crouser, advertising manager of Honeywell's residential division, said the five cities were selected because they have good dealer networks and because their air is very high in contamination. The Honeywell residential electronic air cleaner removes up to 95% of all airborne particles passing through the system, the company said.

Five different ads will appear in five late summer and fall issues of the two magazines.

Mr. Crouser said the magazine spreads will feature four basic appeals: The advantage of less frequent dusting; ridding the house of dust and pollen; reduction of airborne allergy irritants; and a final appeal giving equal treatment to savings in work, dollar economies, and health-comfort.

■ Local tests got under way this month with newspaper-format pages in the *Philadelphia Evening Bulletin*. In Cincinnati, the company will run six ads in the *Post & Times-Star*, using a split run in the paper in August and October. Two suburban newspapers with strong readership in higher-income groups will be tried in the Indianapolis metropolitan area, *Northside Topics* and *Northwest Press*, in August and September.

One-minute radio spots will be used in Chicago, and spot tv will appear in Kansas City.

Campbell-Mithun, Minneapolis, is the agency. #

United Uses Air Taped Spots to Emphasize Cabin Quietness

United Air Lines, Chicago, is using tapes recorded at 27,000' on regularly scheduled New York-Chicago flights of Caravelles jets, in radio spots to document the cabin quietness of its newest jetliners. Eight variations of the air taped spots are being broadcast in New York, Pittsburgh, Cleveland and Chicago. N. W. Ayer & Son is the agency.

Avery-Knodel Names Three

Avery-Knodel, New York, radio-tv station representative, has promoted Thomas H. White and Roger O'Sullivan to senior vps. Mr. White, who also was named to the company's board, formerly was tv vp in New York; Mr. O'Sullivan was Chicago vp for radio. Avery-Knodel also has named Thomas J. Brown, formerly with the old Headley-Reed Co., to the radio sales staff in New York.

Purdon Keefe Young McClash Olson

WINNER'S CIRCLE—*Top winners of Puck-The Comic Weekly's "Ad/Utopia" contest receive certificates from John Orr Young, one of the judges: Roger Purdon and Dan Keefe of McCann-Erickson, who won station wagons; and John McClash and Robert Olson of Doyle Dane Bernbach, who got sedans.*

McCann Team Wins Creativity Prize in 'Puck' Competition

NEW YORK, Aug. 16—Creative teams from McCann-Erickson and Doyle Dane Bernbach today were named first and second place winners, respectively, in the second annual $25,000 "Ad/Utopia" contest conducted by *Puck—The Comic Weekly*.

Top prizes—1961 station wagons—went to Roger Purdon, senior vp and the creative director at McCann, and Dan Keefe, vp and senior art director, for their ad on Timex watches.

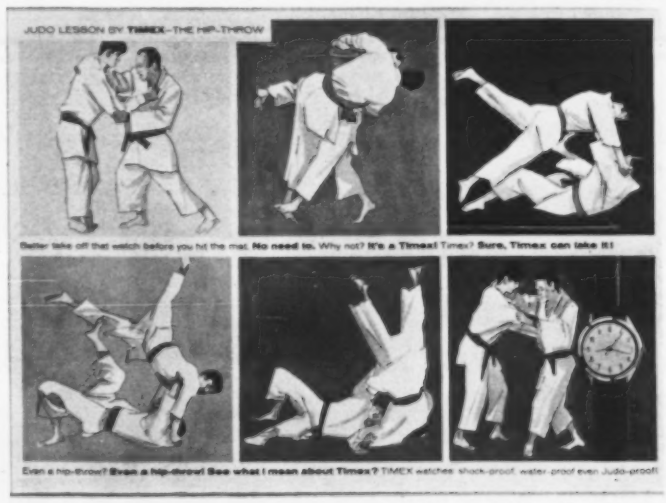
■ The Purdon-Keefe entry, which showed a Timex getting jounced around in a judo lesson—the "hip-throw"—appeared to be influenced by Mr. Purdon's own yen for the mat sport. He studied judo for some years and once wrote an article on the topic for *Esquire*.

Runners-up were John McClash, Doyle Dane art director on ABC-TV, and Robert Olson, copywriter on ABC-TV and Schenley Industries, who won sedans for producing layout and copy on Desenex as "the perfect ad for *Puck*."

■ Eighteen other winning teams carted away prizes ranging from tv-stereo combinations and console tvs to portable stereos. A total of 500 agency artists and writers—250 teams—entered *Puck's* creative sweepstakes.

Judges for the contest were John Orr Young, advertising consultant; Walter O'Meara, author of "The Savage Country" and a former agency man; and Albert Dorne, illustrator and a founder of the Famous Artists School (*see story on Page 46*).

Under rules of the competition, artist-writer teams could pick any product—real or fictional—so long as it had broad consumer appeal. #


JUDO LESSON BY TIMEX—THE HIP-THROW
Better take off that watch before you hit the mat. No need to. Why not? It's a Timex! Timex? Sure. Timex can take it!
Even a hip-throw? Even a hip-throw! See what I mean about Timex? TIMEX watches shock-proof, water-proof even Judo-proof!

"AD/UTOPIA" WINNER—*Chosen as one of the top four-color ads in Puck's "Ad/Utopia" contest was this "even Judo-proof" plug for Timex watches by a McCann-Erickson team.*

Anderson Appointed Head of McGraw-Hill European Operations

NEW YORK, Aug. 17—Russell F. Anderson, publisher of McGraw-Hill's *Metalworking Production*, today was named director of European operations for the publications division of the company. Nelson Bond, publications division president, said the move was a "further step" in strengthening McGraw-Hill's international activities

In his new post, Mr. Anderson will coordinate the activities and efforts of publications division employes in England and on the European continent. He also will assist company publishers who have publishing opportunities there. Mr. Anderson, who will operate out of London, also will study publishing opportunities abroad and initiate recommendations to the company's management relative to publishing areas McGraw might want to consider.

Mr. Anderson, a journalism graduate of the University of Michigan, joined McGraw-Hill in 1945. #

Aeroquip Boosts Two

Aeroquip Corp., Jackson, Mich., has appointed Victor F. Kent advertising manager of aircraft and administration and Carl F. Bachle advertising manager of industrial products. Mr. Kent was formerly assistant advertising manager; Mr. Bachle was formerly advertising manager of a West Coast division of the company.

Arends Adds C. P. Hall

Donald L. Arends Inc., La Grange, Ill., has been named to handle advertising for C. P. Hall Co., Summit, Ill., manufacturer of industrial chemicals.

Texas Daily Newspaper Assn. Meeting . . .

Newspapers Need to Explain Selves to Readers, Williams Tells Texans

Emergency Censorship of Press in Case of War Set, McKnight Says

GALVESTON, Aug. 15—Newspapers need to explain themselves to readers, to do the same kind of job for themselves that they do for advertisers, a national consultant told the Texas Daily Newspaper Assn. members.

Cranston Williams, consultant and formerly general manager of the American Newspaper Publishers Assn., told about 150 persons at the Texas group's summer meeting that the ANPA has made "a small beginning" in that direction.

"We pay too little attention in the newspaper business to the need to keep each generation informed about the service of the newspaper to the people," Mr. Williams said. "The press explains everything to everybody but it explains itself to nobody."

Advertising supports the free press, he pointed out, and therefore "is nothing less than freedom of speech."

■ Emergency controls for wartime censorship of the press could be put into operation overnight, Felix McKnight, president of the American Society of Newspaper Editors, told the group.

Mr. McKnight, executive editor of the *Dallas Times Herald*, headed the committee that recently discussed with President Kennedy the functions of newspapers in avoiding revelations that would benefit Soviet military knowledge.

"The newspaper industry does not feel it should be singled out and asked to conform to wartime restrictions unless all segments of the American society assume similar responsibility in a common fight against our enemy," he added.

■ Sam Bloom, head of Bloom Advertising Agency, Dallas, reported to the meeting group on the anticipated impact of integration in the Dallas public schools this fall. He is counsel to the Dallas Citizens Council and the Dallas Retail Merchants Assn.

Mr. Bloom appealed for self restraint and self discipline on the part of all citizens of Texas, to make the transition a peaceful and orderly one.

"When violence occurs," Mr. Bloom said, "those hurt the most seriously are the very ones we would never knowingly hurt—our children." #

N.J. Newspapers Run Ads to Discourage Grocery Cartnappers

(Picture on Page 1)

UNION, N. J., Aug. 15—Cartnapping is considered a problem of "greatest concern" in New Jersey, and the state Total Selling Group, representing 27 major dailies, has decided to do something about it.

Venet Advertising Agency here has outlined a consumer education campaign on the costs and hazards of cartnapping; and a meeting is scheduled this week by newspapers and food chains to discuss final arrangements.

The campaign will include five pages, to be run by participating food stores over a five-week period, and a public service publicity campaign by the newspapers. Venet will handle the drive.

■ Elsewhere on the cartnapping front, the Southern California Retail Grocers Assn. ran five-column ads in Los Angeles papers earlier this month. The ads reminded consumers that removing a shopping cart is now illegal and punishable by a $500 fine, six months in jail, or both.

The ad said, "This is now a law which will be enforced and to avoid embarrassment to you, as to your favorite market, full cooperation is earnestly requested." #

Hollywood Adclub Sets Second Int'l Broadcast Awards

HOLLYWOOD, Aug. 16—The second annual international broadcasting awards competition got into high gear today as the sponsor, Hollywood Adclub, readied a massive mailing to some 18,000 prospective entrants around the world.

As detailed by Kenneth Snyder, vp of Needham, Louis & Brorby and general chairman of the event, this year's competition will have some unusual twists:

1. The awards—tagged "spikes"—will be presented with ceremony a la Oscar at a celebrity-studded banquet which, hopefully, will be televised Feb. 13 on an undisclosed network hookup and with a still-to-be-signed commercial sponsor picking up part of the tab.

2. A special marketing award, to be presented for the commercial with the best "specific, notable and traceable results in moving goods or services," will be a highlight of the presentation.

■ According to brochures being mailed to prospective entrants, the deadline for entries is Dec. 1, 1961. A $5 fee for each radio entry and $10 for each tv commercial submitted are required.

Categories include live action, animated art, combination live-animation, videotape, IDs of up to ten seconds, local or regional commercials produced under limited budgets, stop motion and station or program promotional commercials. In addition, special awards will be given for best cinematography, animation design, direction, special effects and sound.

Further details may be obtained from the Hollywood Adclub, 6362 Hollywood Blvd., Hollywood 28. #

'World,' New National Weekly, to Be Published

A new weekly national newspaper, *The World*, is scheduled to appear in Washington, D.C., early in September. Plans call for a tabloid of at least 16 pages. An initial press run of 100,000 is contemplated for the first issue, with newsstand circulation planned on the eastern seaboard. Selection of an advertising representative and an announcement on advertising rates are expected soon.

The plan for *The World* was developed by W. W. Garvey, of Wichita, whose interests extend into a number of fields, including wheat and oil. The editor is Ralph de Toledano, former correspondent for *Newsweek* and author of a number of books, including "Seeds of Treason" and the first biography of Richard Nixon. Sponsors of the publication say it intends to emphasize "the private sector of our society," in contrast to other publications which place so much emphasis on "the government sector." Mr. Garvey says *The World* eventually may become a daily.

In a single issue, this one magazine reaches one-third of all homes in America...and more than 40% of those homes that set the pace in purchasing.

The greater the family buying activity, the heavier the LOOK coverage. A recent nationwide study by Audits & Surveys Company revealed that, while an average issue of LOOK reaches one-third of *all* U. S. households (more than 18,000,000 of them), its coverage is even greater among families that are the best customers for goods and services. For example, a single LOOK issue reaches 44.9% of *all* households that bought electric clothes dryers in the past two years . . . 43.9% of homes that bought phonographs...48.5% of homes that bought electric food disposers...40.9% of homes that bought typewriters...44.6% of homes that bought power tools...42.2% of homes that bought pianos or organs...44.2% of homes that bought more than $5,000 worth of life insurance...56.4% of homes that bought movie cameras and/or projectors costing more than $100 each...43.8% of homes that bought new cars... 55.9% of homes that bought new cars costing more than $2,850 each. The ability to reach a tremendous part of the *total* market and an even larger percentage of *best customers* is a LOOK advantage for advertisers. It is another mark of LOOK leadership.

Foster & Kleiser Notifies OAI It's Canceling Contract

(Continued from Page 1)

have been scheduled with OAI's executive committee and added that he has had no word from the organization since the notice of termination Aug. 1.

As for a possible breach of contract action in the courts, Mr. Barrett indicated that his company has "considerable documentation" to prove OAI's alleged "past and prospective failures to perform." "We've taken our action, the reaction is up to them," Mr. Barrett said.

■ William Flower, vp and public relations director of OAI, said his organization has refused to recognize the cancelation because of an "ironclad" contract with F&K. Mr. Flower told ADVERTISING AGE that talks between OAI and F&K officials were started Aug. 7 and would continue into the future. He said OAI was "optimistic" about the talks, and hopeful that they would bring "a happy solution."

"We have no thoughts of declining to talk to OAI people," Mr. Dreyer said. When asked if he expected such talks might heal the breach, he said, "That's iffy; I just don't know."

■ Burr Robbins, president of General Outdoor Advertising Co., Chicago, told AA that members of OAI's executive committee plan to meet with John W. Kluge, president of MetroMedia Inc., after Labor Day, when Mr. Kluge returns to New York from the West Coast.

Mr. Robbins said he thought the resignation resulted from a "misunderstanding" but added that he didn't know the reasons for the cancelation.

"Foster & Kleiser has a valid contract with OAI, and OAI will continue to service the company as it has in the past," Mr. Robbins said. "I hope to be able to change Mr. Kluge's outlook on things if and when I meet with him."

■ OAI said that the contract with Foster & Kleiser is valid until Dec. 31, 1962, and that it calls for a six-month notice of cancelation. OAI said this means that it has to be notified six months before the expiration date of the contract. Once the contract is signed, it has to run its course, and the only out is a decision not to renew, OAI said.

AA was told that the contract contains a "proof of performance" clause, which apparently is being exercised by F&K in dropping the pact.

One F&K executive, who declined to be identified, told AA, "Even if we have to continue with OAI, the most they can hope for is another one and one-half years. After that, we're through."

■ AA was told that the cancelation is the result of "cumulative grievances over the past ten years." Foster & Kleiser reportedly was incensed at the OAI practice of listing rates of non-OAI members along with those of OAI members when making presentations to advertisers.

OAI receives 3.5% of all billings that it places with its member companies. F&K reportedly has been paying approximately $500,000 yearly to OAI for business received.

Unlike many outdoor companies, which have only one or two sales offices, F&K is the strongest outdoor company on the West Coast and has 13 sales offices. In addition to offices in Seattle, Portland, San Francisco, Oakland, Fresno, Los Angeles, Bakersfield, Long Beach, San Diego and Phoenix—its basic marketing area—F&K also has sales offices in New York, Chicago and Detroit.

■ It could not be determined if a drastic shakeup in F&K personnel recently was directly connected with the contract cancelation. Earlier this month, Ross Barrett succeeded Laurence H. Odell as president of F&K, and N. F. Lawler resigned as senior vp and creative director. Ill health was listed as the reason for Mr. Odell's resignation. #

CAST IRON & KIDS—*Cast Iron Research Assn., Chicago, is running this two-page b&w ad in the current issue of House & Home. This ad is the first in a series which will feature two young men and their humorous conversations. Future ads will appear in the same magazine in October and November.*

Copycat Corp. Uses Its Own Scheme to Push Plate Process

NEW YORK, Aug. 16—Copycat Corp., of all companies, believes it registered a "first" last weekend, when it mailed out 1,000 aluminum offset plates to provide printshops with a first-hand demonstration of the quality of its latest product.

The plates were made on a new type of offset plate maker, which the company says combines in one unit all the equipment needed for making a photographic paper negative and aluminum positive plate for printing on various types of offset duplicating machines. The aluminum plates were mailed out to illustrate the efficiency of the Copycat plate maker.

Basic idea for the mailing of the plates came from Copycat's agency, Adams & Keyes. Although the client was at first reluctant to try out the scheme because of the higher cost of mailing, Copycat was won over when the agency pointed out the opportunity to send out the actual product, instead of a second-hand reproduction, to print shops specializing in sales literature, catalog sheets and general direct mail, and to companies large enough to have their own duplicating departments.

■ The plate included a coupon asking for a Copycat plate maker demonstration, and the reader was urged either to send in the actual metal or to run off a paper copy on his own duplicating machine and send in the result.

In addition to the mailing, Copycat plans to run ads in seven office and supply publications, using about the same approach. The copy says that making the plate involves only "three simple steps, three minutes' time and 39¢ per plate, including negative." #

Barnett Joins Vacation Club

Irwin M. Barnett, formerly Florida advertising manager of *Esquire*, has joined the Vacation Travel Club, New York, as publications and sales promotion manager.

Fall Drive to Back New Betty Crocker Cake Mix Packages

MINNEAPOLIS, Aug. 18—General Mills, in a "spectacular cake mix promotion" in September, will introduce an innovation in cake mix packaging with a unique picture recipe package for its entire line of Betty Crocker layer cakes.

Six dessert ideas in four-color photographs complete with recipes, just like a page from a cookbook, will be featured on a removable flap on the back of each package. A total of 60 recipes from the Betty Crocker collection will appear on the package backs.

Five weeks of sustained advertising will begin Sept. 10 with a four-color spread featuring "Swiss cherry vanilla torte" in *The American Weekly* (Texas edition), *Family Weekly*, *Parade*, *This Week Magazine* and nine independent supplements. A four-color spread also will run in the supplements Sept. 17 for "California peach glace cake" and on Sept. 24 for "Viennese walnut torte." Television support will be given on several network shows and spots.

■ General Mills will tie in with McCormick-Schilling spices, the California Cling Peach Board and Diamond walnuts in October and November advertising in *Family Circle*, *Ladies' Home Journal*, *McCall's* and *Woman's Day*. A consumer refund offer also will be featured with the new package offering the refund of the price of a package of Betty Crocker frosting mix with box bottoms from two cake mixes and one frosting mix.

Batten, Barton, Durstine & Osborn is the agency. #

Y&R Cuts Loose Its Unionized PR Unit in L. A. as 'Unprofitable'

HOLLYWOOD, Aug. 16—Young & Rubicam, which signed a contract unionizing its television publicists in June, this week disbanded its show publicity unit as "unprofitable."

At the same time, the agency said its two unionized employes, H. Blake Chatfield and Jean Shanley, would set up their own publicity shop to handle Y&R's three tv shows, "Hennesey," "Mrs. G. Goes to College" and "Top Cat."

■ Y&R, which signed an agreement with Publicists Guild Local 818 in June, said it cleared its move with the union, part of the International Alliance of Theatrical Stage Employes, and that it has agreed to place all future tv publicity business with its former employes, or with some other union shop.

Several months ago the publicists union began a campaign to organize press agents employed by major advertising agencies here, but it gained little ground as the agencies, notably J. Walter Thompson Co. and Batten, Barton, Durstine & Osborn, disbanded their publicity units and farmed out their pr accounts to outside agents.

Announcement Seen on Naming of Swezey, Wasilewski by NAB

WASHINGTON, Aug. 16—The National Assn. of Broadcasters is expected to withhold an official announcement until the end of this month on the proposal to appoint Robert D. Swezey as chief administrator of the radio-tv codes, and Vincent T. Wasilewski to the newly created post of exec vp.

Association sources confirmed that NAB's president, LeRoy Collins, has proposed the two appointments in a letter to members of the board. Board members have been requested to submit their written comments, but Mr. Collins is expected to withhold further announcement until he returns from his vacation.

Mr. Swezey, who will emerge as the "tough" new code administrator authorized by the NAB directors at a meeting here early this summer, was prominent in industry activities for a period of more than 20 years, while he was with NBC, Mutual, and eventually, WDSU, New Orleans. More recently he served as a consultant to the Labor Department in the final months of the Eisenhower administration.

■ The new code administrator advocated by Mr. Collins is to have responsibility for both the radio and tv codes. One of the chief aims of the new arrangement, NAB has indicated, is to get more vigorous enforcement of the codes.

Mr. Wasilewski has been with NAB since 1949 and is its specialist in legislative work. In the new post, he will take over administrative responsibilities which formerly rested on the NAB president. #

Dole Pushes New Uses for Pineapple in Print Campaign

SAN JOSE, CAL., Aug. 16—Dole Corp. has opened a campaign in women's magazines and Sunday supplements to promote its pineapple products. Featuring Dole's established theme, "Fresh-fruit taste is the difference in Dole of Hawaii," the drive offers use ideas for pineapple with other foods.

The campaign opened with ads for a lime gelatine mold made in the Dole sliced pineapple can, with the headline enjoining, "Don't even take the slices out of the can." Full-color bleed ads will run in three women's magazines, and large schedules are planned in the *New York Times Magazine*, the *Seattle Times* Sunday section and *This Week Magazine*.

■ A tie-in promotion with Pillsbury will be featured in September and October for Pillsbury's loaf cake mix and Dole pineapple "Hawaiian Pineapple Upside Down Cake" made with the two products will be advertised in color bleed spreads during September in *McCall's*, *This Week Magazine*, and other Sunday supplements and in the October *Ladies' Home Journal*. A point of sale package display centered around a large reproduction of the magazine ad is being sent to retailers.

Foote, Cone & Belding, San Francisco, is handling the campaign. #

P.O. Rate Bill Stalls in House Committee

WASHINGTON, Aug. 17—The House post office committee edged closer toward agreement on a rate increase bill today, after approving a new formula to settle the long-simmering controversy over the department's "public service" costs.

With Congress rushing toward adjournment, the possibility of final approval of rate increase legislation this year is regarded as exceedingly remote. But the committee showed signs today of moving toward clearance of a bill which will have wide support for last minute House action this year, or a fast start in the 1962 session.

The rate bill has been tied up for more than a month under a parliamentary maneuver which had postponed further consideration until today.

A motion to table the bill for the remainder of the year was beaten back today, and Rep. Tom Murray (D., Tenn.), the committee chairman, reportedly plans several sessions next week in an effort to complete action on the bill.

■ The administration originally proposed increases totaling over $740,000,000. In the face of heavy opposition from the committee, the department submitted a revised proposal which adds up to about $590,000,000.

Although the House committee showed signs of working toward agreement on a bill this year, there is almost no chance that President Kennedy will get the increased postal revenue which he says he wants this year. Even if the bill could be squeezed through the House, it would face long hearings in the Senate, and Congress is reportedly heading for a Sept. 1 adjournment target.

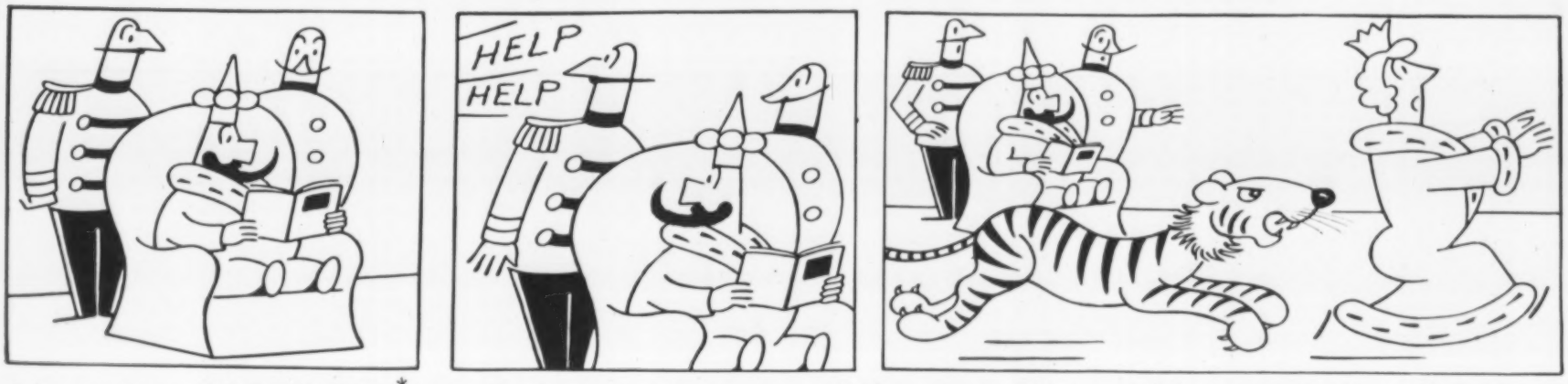
■ The new formula to settle the controversy over "public service" costs, advanced by Rep. George M. Wallhauser (R., N. J.), specifies that a sum equal to 7½% of the department's operating cost is to be regarded as public service. This amount, which totals about $325,000,000 on the basis of current budgets, would be deducted from operating costs before determining the rates that users should pay. #

Second Company Enters Spot Radio, TV Billing Field

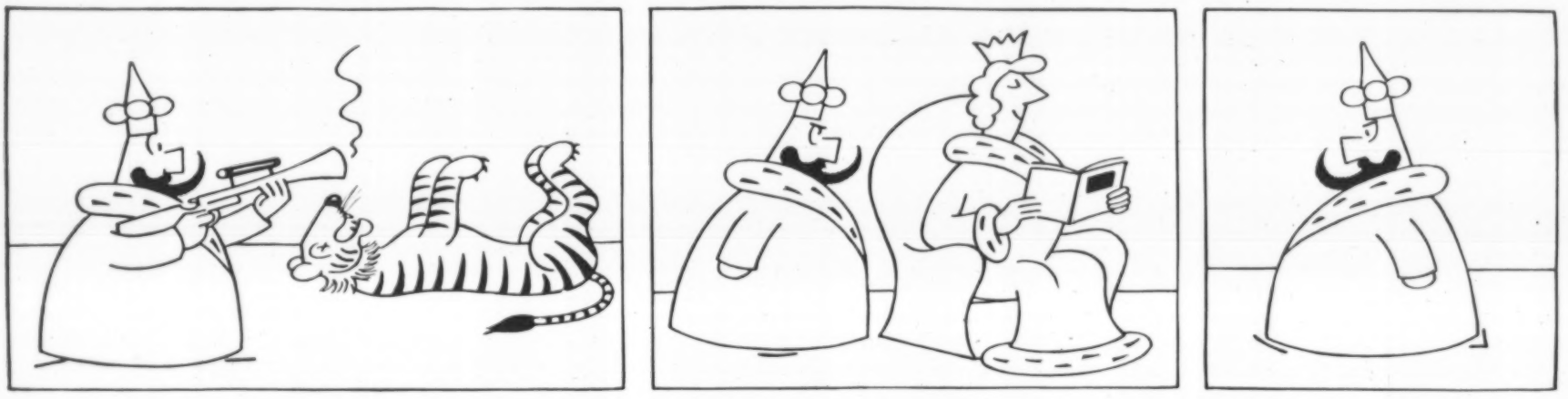
NEW YORK, Aug. 18—A second company has decided to go into the business of providing a central billing service for spot tv and radio.

This week's entry in what shows signs of becoming a crowded field in the pioneering stage is Broadcast Billing Co., a subsidiary of Standard Rate & Data Service. SRDS, which already has the processing equipment and a great deal of the basic station information required for such a service, said its decision to set up such a service dates back four years.

■ Broadcasting Clearing House, a San Francisco originated company, and the first official entry in the field, last week announced plans for an industry-wide system of automated billing and processing for spot (AA, Aug. 14). This outfit hopes to be ready for business by Feb. 1. For years there has been talk of the need for an easier way of handling the paper routine involved in spot radio and tv, but nothing ever came of it. Now that the subject is a hot one again, at least one other company, to be headed by former Remington Rand experts, is expected to get into the act. #

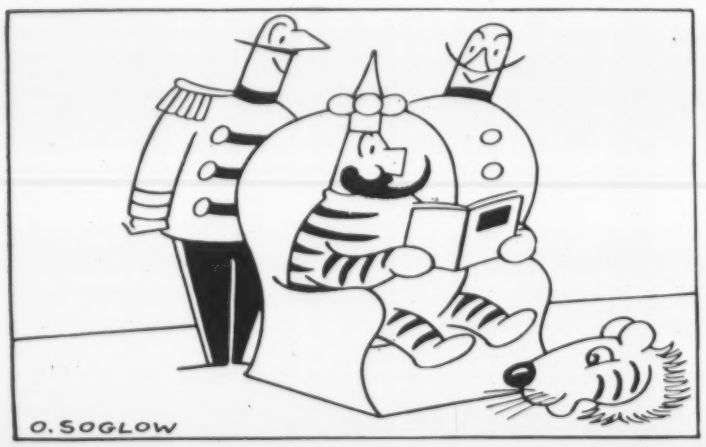


More than 12,500,000* people buy each issue of Reader's Digest. They and their families



turn to their copies again and again. The result is that a page advertisement in the Digest

is looked at over 60 million times. This compares with 30 million times for a page in Life,



Look or Post. For about the same money the Digest lets you...

double your chances-to-sell!

*1962 guaranteed circulation 13,300,000

Source: Alfred Politz Media Studies.

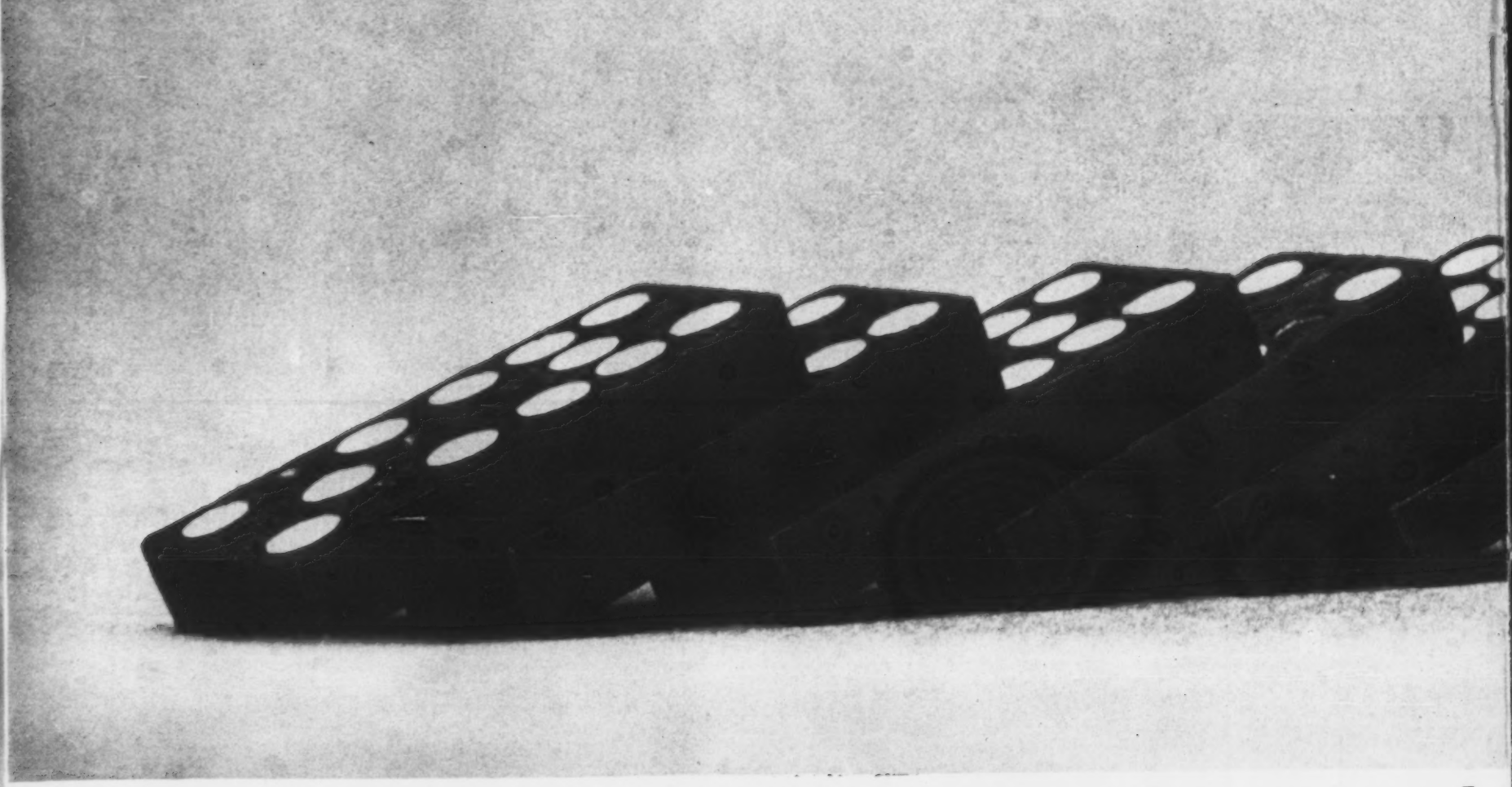
Digest helps pull Cannon stocking sales up 44%: "During the 4 months starting with October, 1960, when we began our new advertising campaign exclusively in the Digest, our sales went up 44% over the previous year," reports Mr. Peter Sarfaty, vice president in charge of Cannon Mills' hosiery division. "We have never had this kind of response before. The Digest is a big reason for our new growth."

Why not give your product a chance to achieve this kind of growth? Let the Digest sell it to the world's largest, richest, readingest audience.

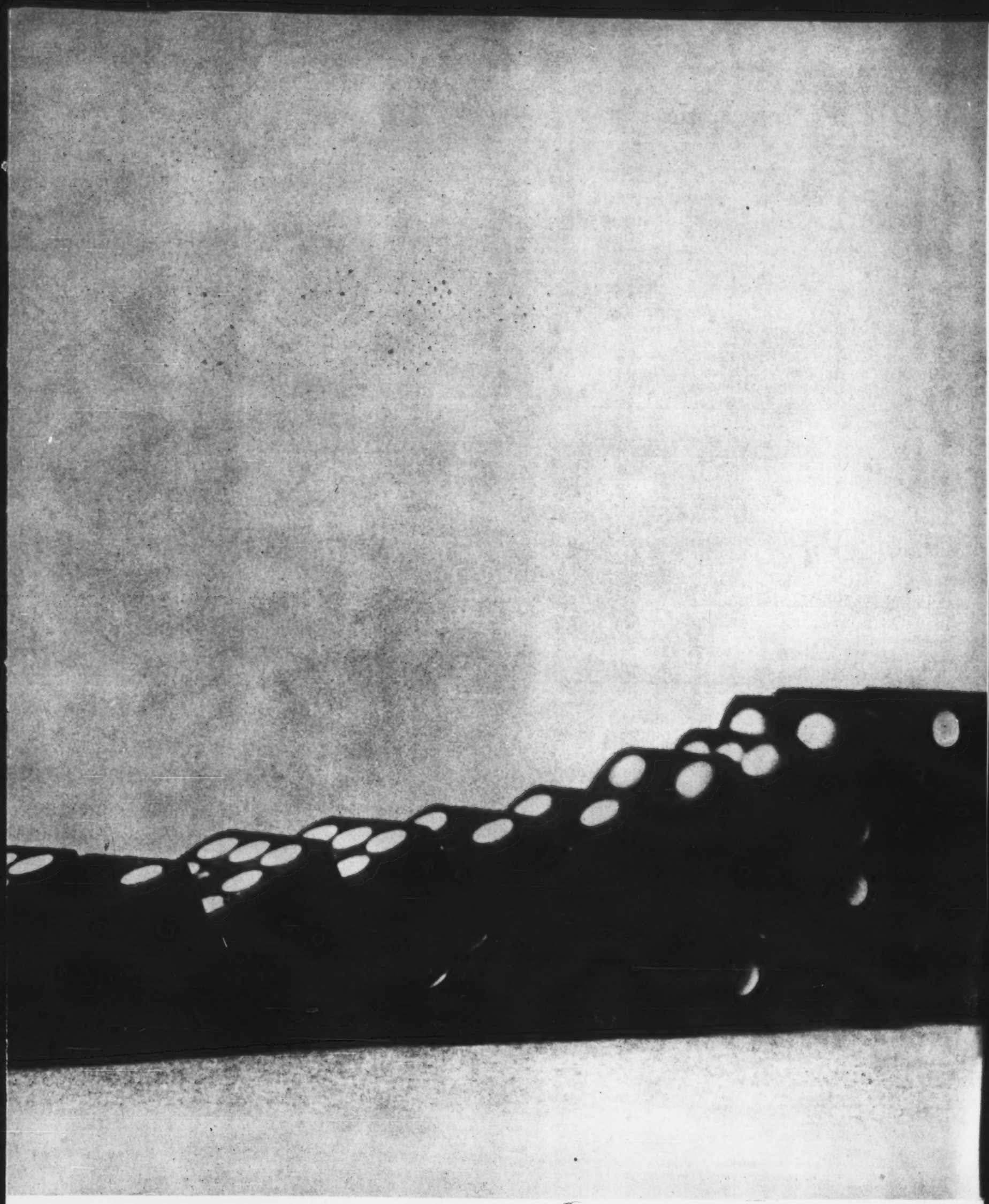
Do you sell overseas? In 110 countries outside the U. S., more than 30,000,000 people with money to spend read the Digest every month. 29 editions in 13 languages.

People have faith in

Reader's Digest



there is nothing harder to stop than a trend



Continuing its torrid summer rating pace, ABC-TV continues first in the competitive TV markets where the viewer can watch all 3 networks. Given this highly meaningful 3-way choice, Nielsen reports more homes liking more of what they see on ABC.* Such seeing, for the smart sponsor, makes the most successful kind of believing.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 30, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

The Editorial Viewpoint . . .

And Now, Local Problems

The decision of the American Assn. of Advertising Agencies and the Assn. of National Advertisers to extend the facilities of their committee for improvement of advertising content to the local arena is a good one.

It is to be hoped that the Assn. of Better Business Bureaus, the Advertising Federation of America and the Advertising Assn. of the West will accept the offer, limited as it is to areas of taste and opinion, and make the best use possible of it.

The low state of some local advertising is cause for serious concern; almost every city has its rash of unbelievable offers from furniture stores, automobile dealers, etc., which are part of the unappealing picture of advertising repeatedly offered to the public. If anything can be done about them, it will certainly help.

And while we're on the subject, we say again that the Interchange deserves the help and support of far more advertising men. On the record, it is a useful device; on the same record, its usefulness is impaired because so little use is made of it. It is rather surprising that advertising men, so vocal and caustic over some of the breaches of good taste in advertising, have largely failed to use the facilities of the Interchange.

Once more, the Interchange functions only in matters of taste and opinion. If the criticism has to do with factual material, the remedy is elsewhere. But if you find some advertising in bad taste, and if you would like something done about it, write to the committee, at 420 Lexington Ave., New York 17. If a majority of the committee agrees that the advertising is objectionable, the opinions are sent concurrently to the advertiser and to the agency which placed the advertising. If a majority of the committee also thinks the advertising is "seriously harmful" to advertising, the advertiser and agency are asked to take prompt corrective action.

What could be simpler? And isn't it time some advertising men stopped making speeches and started writing some letters?

Strikeout in Ponca City

If you like baseball, it's hard not to admire Mickey Mantle, a young man who, when not engaged in endorsements, plays a very stylish brand of center field for the New York Yankees. We are even prepared to believe that Mr. Mantle was reasonably unaware that his endorsement had been extended to Mid-West Creamery Co., Ponca, City, Okla. In due time, Mickey Mantle signed an FTC stipulation that he neither drank nor preferred the milk or other dairy products of the Mid-West Creamery Co. Then he presumably went back to his assault on Babe Ruth's home run record, kicking the water cooler, and blowing an occasional bubble of gum while patrolling the outer gardens of Yankee Stadium.

Still, this is a revival of one of advertising's old and disgraceful dodges—the fictitious testimonial. It's been years since the fictitious testimonial was much of a problem—the advertising copy code of the Four A's, also adopted by ANA and AFA, says agencies should not recommend such testimonials, and should discourage advertisers from using "testimonials which do not reflect the real choice of a competent witness."

On the whole, this has been rather scrupulously observed. It has been years since a Metropolitan Opera tenor could endorse a cigaret with the claim that it never harmed his throat, and cynically tell his claque that of course the cigaret didn't harm his throat—since he didn't smoke.

The switch-hitter's testimonial apparently got to Ponca City through the All Star Dairy Assn., which farmed out the right to the use of the Mantle name. But it's still shady practice, and something reputable advertisers and agencies should not be engaged in.

Admen Like Addy Ads

You can't come away from a conference devoted to creativity, including one like AA's Summer Workshop, without realizing the hunger that exists in the advertising business for new ideas, new sources of stimulation, new techniques, new scope.

You also realize that admen like ads with a flair, sometimes to the point of obsession. It's strange, for instance, that so much attention has been devoted to Marlboro and its tattooed men, so little to Winston's winsome jingle and shrewd mixture of music, gaiety and hard-sell. After all, Winston is the top filter cigaret. Similarly, Bert and Harry Piel received extraordinary attention, while Rheingold's jingles and posters, and Ballantine's smooth blend of animated cartoon, jingle and closeup photography for selling received very little. If Bert and Harry could sell like Miss Rheingold and Three-Ring Pete, Piel would probably still be featuring them.

It's good to applaud innovation in advertising, but occasionally a look at what's working successfully for the leaders might be a good idea. After all, this copy is paying off in sales. In advertising, the technique of the leader is often ignored for the flashier advertiser back in the pack.

Gladys the beautiful receptionist

—Annette Lawrence, Newark Star Ledger, Newark, N. J.

"When he turned in his expense account, they told him that was one add they could do without."

What They're Saying . . .

—Something's Got to Give

If milady finds her cute little toes are all cramped up in the new pointed shoes—some of which come almost to a needle-point—it seems there is now a remedy. She is able to arrange to have an operation on her feet, news sources announce.

The main purpose of the surgery seems to be not only to trim the little toe off slightly, and remove the toenail from it, but to cant it inward toward the other toes in anything but the fashion originally intended in the splay-footed days of the Garden of Eden.

All that sounds fine—in a gruesome sort of way—except for the fact that it leaves milady's feet looking a little incomplete when she appears barefoot on the beach in the summer, or when she parades around in sandals and play clothes. And so, it is also said, it is now possible to attach something with a stickum base to simulate a toenail on the little toe, and give the close observer the impression that milady has all her toes.

But not all her buttons.

—An editorial in the New London Conn., Evening Day.

Stations Need Refueling

Ford is advertising 30,000-mile chassis lubrications, 4,000-mile oil changes, self-adjusting brakes, no-wax finishes and three times longer lasting mufflers. To be competitive, others must follow suit. In an economy where consumers are spending more and more for services, where does this leave service station operators who now work an average of 72 hours a week to squeeze out an average net of $5,000 annually? Profitable station operation is a must if good operators are to be attracted. Seems there's food here which the gasoline companies might chew upon.

—From Marketing Head Lines, published by Ralph Head Affiliates, New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Craig Stevens' tv private eye series will now be syndicated for local showing, and so as far as Gunn is concerned, Peter will be a repeater.

•

Broadcast advertisers who are so in love with children's voices as the vehicle for their sales messages must be working overtime to find a way to make them intelligible to the audiences.

•

Now that nutrition laboratories for household pets can give cats and dogs an opportunity to express their brand preferences, Nielsen can see a bright new era opening for marketing research.

•

"It would pay you to locate in this land of opportunity," says the Philadelphia Electric Co., and Phillies fans are hoping that the ad will be read by at least a few promising ball players.

•

"The safest place a man can be is at his work," says Howard Pyle, president of the National Safety Council, who had probably just seen a stout middle-aged man puffing his way to first base at a company picnic.

•

Roger Maris' prowess as a home-run slugger has given him a certain value in advertising endorsements, and his performance to date suggests that he will do well to continue striving to reach the Babe Ruthian goal.

•

U.S. tourists, who have been able to bring home $500 worth of foreign goods duty free, are now advised that the amount has been reduced to $100.

Looks as if they will have to drink up most of their purchases before starting the return trip.

•

LeRoy Collins, former governor of Florida and now president of NAB, has discovered that the labyrinths of broadcasting represent a problem for even a politician as able and astute as he is.

•

If you want to get some advertising or marketing information from ABC-TV Station Sales Inc., the ad suggests, don't call just anybody, but direct your inquiries to Tom, Dick or Harry.

•

The rising popularity of pancake houses has given Quaker Oats a fine opportunity to demonstrate the virtues of Aunt Jemima pancake mixes through the delectable products of Aunt Jemima Kitchens.

•

In spite of the disillusionment sometimes shown by advertisers for their agencies, two classified ads in a recent issue of AA directed to prospective advertising managers included among the requirements some experience in the agency business.

•

"Our customers," says Pure Oil Co., "are making stronger claims for Pure Firebird gasolines than we are."

Whatsamatter, did the agency chicken out?

COPY CUB.

THE CHICAGO TRIBUNE REACHES THE *right kind** OF PEOPLE

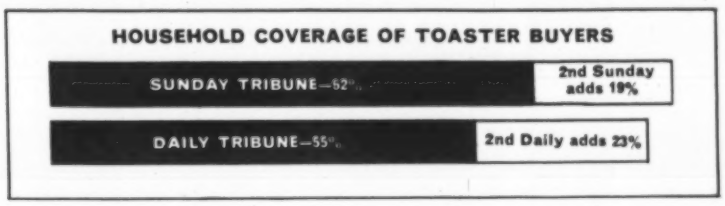
To a seller of toasters, there are only two kinds of people in a market. Those who buy. And those who don't, can't or won't.

The problem for an appliance advertiser is how to reach more of the right kind. And in Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 62% of the toaster buyers read the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell tires, tours or tv sets instead of toasters. It makes little difference. The Tribune will still deliver a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to the right kind of people—the people who buy—when you use the Tribune in Chicago.



More Readers . . . More Buyers . . . More Results—

THE TRIBUNE GETS 'EM IN CHICAGO!

The right kind of people are your kind of buyers—and our new MARKET POWER study tells who they are, what they buy and how to sell them. Call a Tribune representative for the full story.

*

Memo to Marketing Men:

COAL BUYS BIG

Expanding energy demands and insistent pressure for greater operating efficiency are creating new market potentials for equipment in the highly progressive coal mining industry, report these knowledgeable manufacturers.

Coal buys big for machinery, equipment and supplies. Economically dependent on automatic, efficient machines to make profits figured in pennies per ton, coal mining is a tremendous materials-handling industry currently moving over 2 billion tons of coal, refuse and overburden annually. With the 56% boost in coal tonnage expected by 1970, manufacturers' sales opportunities are growing daily as the industry's job gets bigger and tougher every minute.

Coal buys big for efficient performance, replacing machinery for obsolescence long before normal wear-out, chewing up operating supplies and equipment at a rapid rate. The urgent drive for higher productivity makes the mines a remarkably active, responsive market for hundreds of products needed for electric power control and distribution, drilling and blasting, earthmoving, belt and truck haulage, lubrication and maintenance, drainage and ventilation, coal preparation and power transmission.

A highly concentrated market, coal mining is geographically centered in eight states, with 8% of its companies responsible for 90% of the industry's expenditures. Producing units and top companies are readily identifiable, major buying influences easily pinpointed. Detailed market data available simplifies your planning of a concentrated marketing campaign sure of sales success.

Coal Age sells big. The primary advertising medium in the field, with undisputed editorial leadership and authority based on a consistent program of industry-oriented editorial content, COAL AGE provides direct contact with major buying influences throughout the industry. Proven management acceptance, penetrating circulation coverage and demonstrated intensity of readership, combine to make COAL AGE the top publication for resultful advertising impact on operating management.

Investigate now. Get market data, industry buying practices, mine listings and other helpful sales aids from the COAL AGE representative in your nearest McGraw-Hill office, or write today to Manager of Research, COAL AGE.

COAL AGE

"Facing Greater Competition,

"New concepts in machinery systems will be unlike anything in coal mining's past," predicts W. L. Wearly, President of Joy Manufacturing Company.

"Users Demand Uniformly

"Here is a concentrated market that is always looking for new equipment and methods," says T. Webster Matchett, General Manager, Pershing Road Plant, Link-Belt Company, Chicago

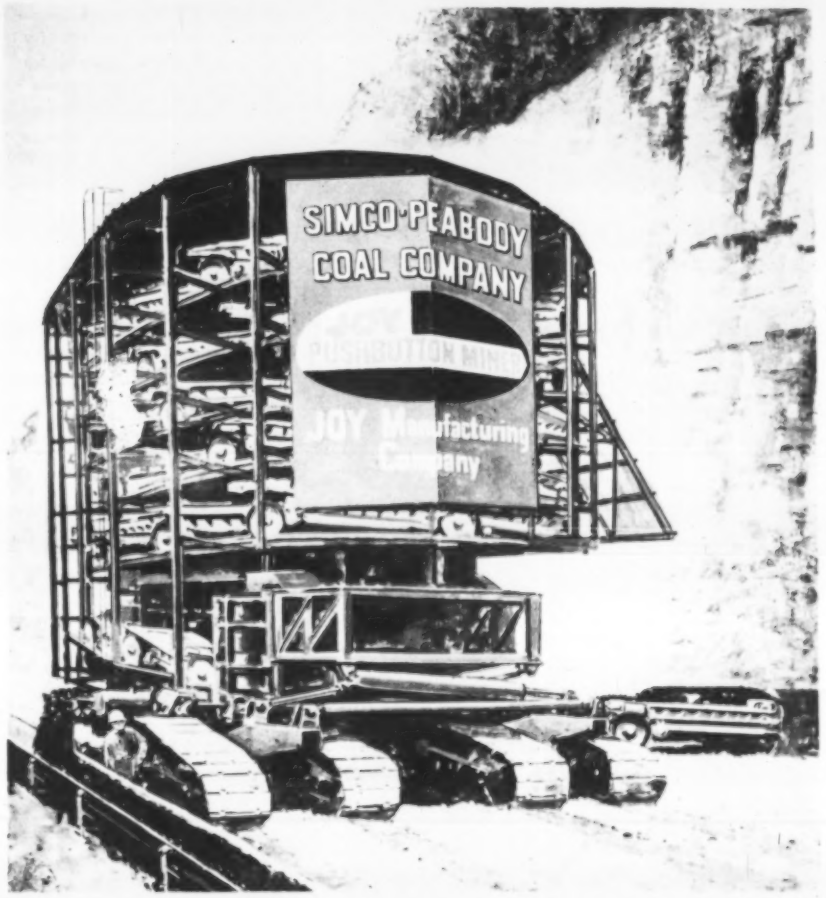
A McGraw-Hill Mining Publication, 330 West 42nd St., New York 36, N. Y.

1911 · Fifty Years of Service to Coal Mining · 1961

Coal Seeks New Equipment and Ideas"

"During the past 10 years, the coal mining industry has been faced with stiff competition from other fuels, plus much higher supply and labor costs. These caused a tremendous technological revolution in mine mechanization, with output-per-man rising 94% during the period. Increased productivity helped keep prices level...now coal is ready to move ahead.

"Substantial savings in the cost of producing coal can and will be made in the future. Productivity will increase *far above* the best we know today. The new concepts we shall see will be unlike much of the past mechanization, which was mainly the application of labor-saving machinery. Today, coal is ready and waiting for radically new equipment and ideas."



NEW JOY PUSHBUTTON MINER typifies revolutionary equipment and methods coal industry is using. Controlled from surface, miner head cuts out coal a thousand feet into a mountain, with conveyor train following behind it; then is retracted and moves ahead on tracks to repeat cycle.

Clean Coal...Boosting Equipment Sales to Mines"

"Despite the upsurge in the percentage of coal mechanically cleaned in the past decade, present demand is continuing to expand the need for modern coal handling, preparation and auxiliary equipment.

"Key factors behind this expected market growth, besides the anticipated expansion of the industry's tonnage during the 60's, include increased and more exact cleaning of metallurgical coal to meet the requirements of modern steel making and the recent trend towards reclaiming and beneficiating fine coal. No new mine of any size is ordinarily considered without coal preparation equipment.

"A highly progressive industry, coal mining is also one of our most important markets and knowing the industry as we do, we expect it to be an even more important part of our business in the next 10 years."

1,500-TONS-PER-HOUR COAL PREPARATION PLANT designed and built by Link-Belt for prominent coal company utilizes the most modern design and efficient facilities to produce uniform, high-quality coals. Percentage of total coal mechanically cleaned has jumped 76% in past 10 years.

on the green in one with the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

Information for Advertisers

"Publications Read in the Automotive After-Market," a media study revealing the extent of duplication among leading publications and the combinations of publications that give the most efficient coverage of this market, has been published by **Allman Co.**, 2900 David Stott Bldg., Detroit 26.

• A brand preference study of the WTHI-TV market area, covering food products, soaps and cleaners, toiletries, beer and wine, agriculture, general and automotive, has been published by **WTHI-TV**, Terre Haute, Ind.

• "Markets by States," which contains data on population, number of housing units, personal income, value of building permits, and plumbing-heating-cooling wholesaler population, by states, has been published by **Domestic Engineering**, 1801 Prairie Ave., Chicago 16.

• "Chemical Process Industries," a 32-page research study of this field, which analyzes their growth potentials, their roles as consumer product producers and pinpoints geographic concentration, has been published by **Chemical Engineering**, 330 W. 42nd St., New York 36. Copies are available from Hugh Sharp, promotion manager.

• "Diesel & Natural Gas Market," which includes data on diesel and gas engine production over the past nine years, number of diesel and gas engines now in use and number of sales of diesel, dual fuel and natural gas engines by market in 1961, has been issued by **Diesel & Gas Engine Progress**, 1701 W. Wisconsin Ave., Milwaukee 3.

• "Guidelist for Marketing Research & Economic Forecasting," a 94-page book which catalogs and lists all kinds of guides, bibliographies, directories, books, periodicals and magazine articles put out by industry and government, has been published by the **American Management Assn.**, 1515 Broadway, New York. The book sells for $3.75 ($2.50 to AMA members).

• The **Review-Journal**, Las Vegas, has published its fourth annual "Consumer Analysis" which contains three year figures on brand preference, use and distribution of more than 50 products, including beverages, soaps, allied products, appliances and drug products in the Las Vegas market.

• "Greater Philadelphia Facts," containing data on the area's industrial, commercial and civic growth, has been published by the **Chamber of Commerce of Greater Philadelphia.** Copies, priced at $2.86 each, are available from the Research Dept., Chamber of Commerce of Greater Philadelphia, 121 S. Broad St., Philadelphia. #

Zetlin Adds Two Accounts

L. D. Zetlin & Co., New York, has been named to handle advertising for Diehl Calculating Machines, New York, which distributes German-made Diehl rotary calculating machines via U.S. dealers. There was no previous agency for the program, scheduled to start in September in business publications, newspapers and direct mail. Zetlin also has been named to handle advertising for Shield Chemical Corp., Verona, N.J., manufacturer of Chemalon multi-functional surface solidifier and Epiflor epoxy floor enamel.

Chaseman Manages 'PM'

Joel Chaseman, formerly an executive on the programming staff of Westinghouse Broadcasting Co., New York, has been appointed to the new post of general manager of "PM East" and "PM West." These shows are twin series seen back-to-back five days a week on the five Westinghouse stations, and by syndication, in other major markets throughout the country.

Cigars?
Cigarettes?

All these cigarettes and cigars are spotted on the Channel 11 air. Result: Pittsburghers are smoking up a storm. How does your brand stack up?

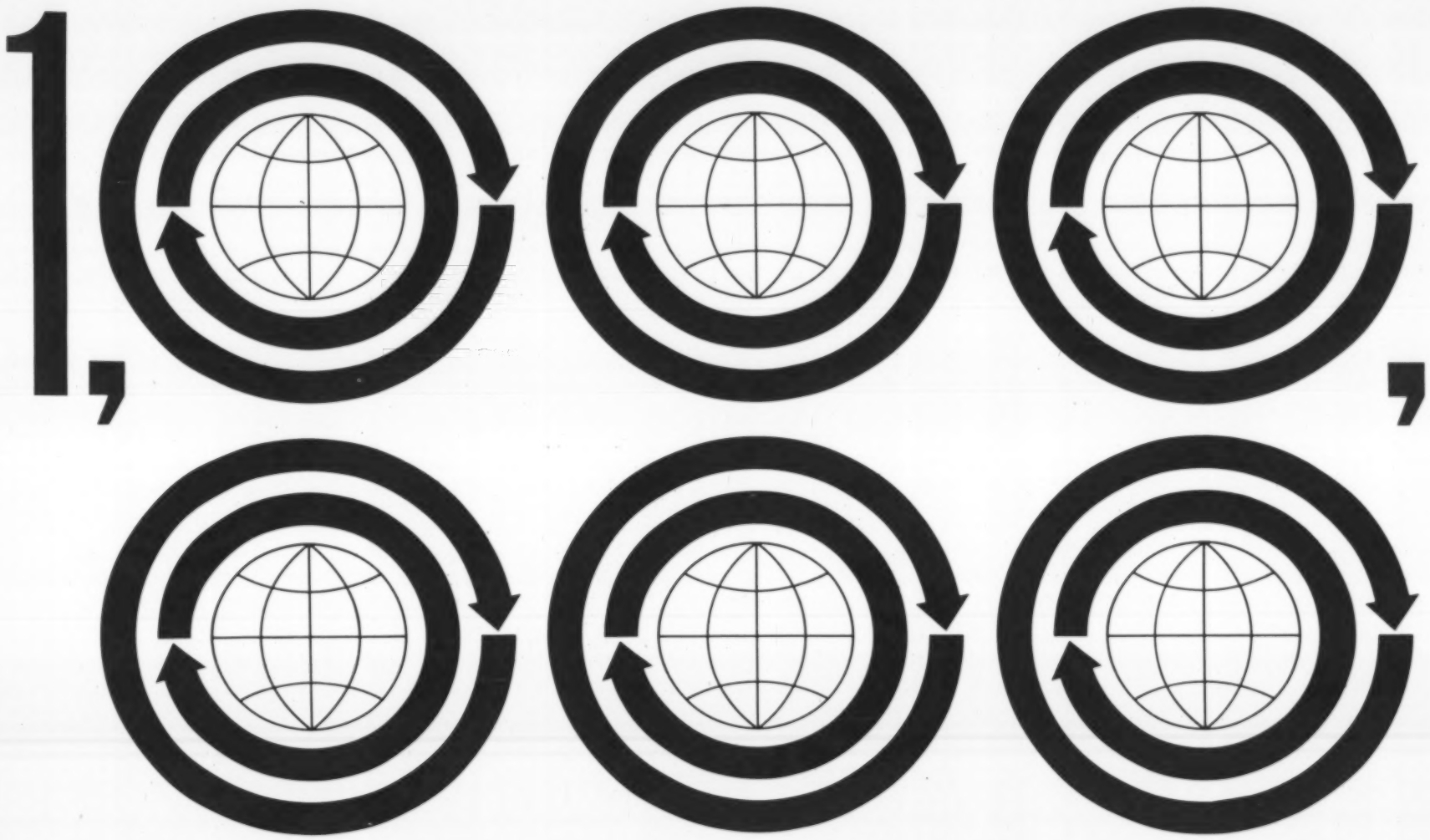
CHANNEL WIIC

The eyes of Pittsburgh

Represented nationally by Blair-TV

BEL AIR
EL PRODUCTO
KENT
KOOL
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

READ-HOT Copy!
Advertising with "instantaneous appeal"—that's exciting-inviting, urging reading—impelling, SELLING individual assignments or complete programs.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago



One million people are the best informed business men and women in the world. Why? They are the readers of

FAIRCHILD
BUSINESS NEWSPAPERS

. . . publications of the largest business newspaper organization in the world.

They are the million people you think of as prime buying influences. Because news is habit-forming, advertising reaches them first in Fairchild Business Newspapers.

THE BIG DIFFERENCE IS
NEWS

And NBC Daytime has the personalities that sweep them off their feet! It's the biggest love affair in television. NBC Daytime personalities are turning the heads of America's women . . . towards the products they recommend. The ladies admitted as much in a recent study conducted by O'Brien-Sherwood Associates. Quizzed about 16 shows on all three networks, most of them favored products associated with NBC Daytime personalities over products endorsed by competing non-personality shows. Why? Here's what the study revealed: NBC Daytime personalities are more effective salesmen because viewers like

NBC Day-time Line-up: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You

women love to be wooed in the daytime!

them, trust them, are receptive to them. The selling climate on NBC Daytime personality shows is better because commercials gain greater attention and confidence. The fact is that personality-delivered commercials rank best in honesty, sincerity, friendliness and reliability. Let this advantage work for your product via the NBC Daytime personalities that women like, listen to and trust. Remember, they admitted it. Remember too, NBC offers *more* top personalities than any other network—personalities like Bill Cullen, Hugh Downs, Bill Leyden and Jan Murray. No wonder ***NBC Television is leader in the Daytime!***

NBC

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

A case of good judgment!

It's not mere coincidence that so many top Production Managers continue to rely on Century—year after year. It's service they can bank on—and quality that needs no alibis.

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

National Distillers Uncorks Drive for Prefontaines Wines

NEW YORK, Aug. 15—Stage 1 in the U.S. promotion of Prefontaines French wine (AA, April 3) was uncorked yesterday.

National Distillers Products Co. (exclusive U.S. importer of France's top brand), has launched a sizable schedule of "lively, sophisticated" commercials on the WQXR radio network. The 20-second and 60-second spots are set to reach the prime wine-buying cities of New York, Albany, and Rochester.

The schedule calls for a total of 25 spots a week, six days a week, on WQXR, New York; WFLY, Albany; and WROC, Rochester. The spots will say that Prefontaines is always correct, simple to serve, and genuinely French.

Stage two of the advertising send-off will start Sept. 5, when the radio schedule will be extended to WXHR, Boston; WGR, Buffalo; WPFM, Providence, R.I.; WCCC, Hartford; WITH, Baltimore; and WASH, Washington. As new markets are opened the radio drive will be extended.

■ Ads in liquor trade publications will announce when successive markets are being opened. Follow-up ads will announce the radio campaign and give retailers details about stations and schedules.

By putting the bulk of the budget into radio, National is following the lead of the top two in the popular wine market in the East, E. & J. Gallo Winery and United Vintners, both of California.

National introduced Prefontaines to the U.S. four months ago, and it's now being distributed in 16 states, mostly in the East. The company is currently opening distribution in the Midwest; the South and West will follow shortly.

■ The brand, largest-selling wine in France, has "successfully passed the preliminary phases of National's marketing plans," said Allan MacDougall, vp in charge of the international division. "Consumer and trade acceptance has been excellent, distributors are depleting inventories and retailers are experiencing satisfactory repeat sales."

He said that National has big plans for the brand.

Prefontaines sells over 14,000,000 cases a year in France, while more than 65,000 cases are sold each day in Paris alone. This represents about 8% of the total wine business in France, and 20% of all wine sales in Paris.

■ Mr. MacDougall said the brand's "enthusiastic trade acceptance in the U.S. is due to the simplicity of the mass marketing approach; it has no traditional musty-cellar, dusty-label image. Instead it has smartly-appointed, time-tested packages especially designed for the American market.

"We concentrate on one size (the fifth), one label with two varieties (red and white), and we price it to the consumer in most markets at $1.50 or less."

Lawrence Fertig & Co. is the agency. #

LISTING—*Philco Corp., Philadelphia, is running b&w newspaper ads with pharmacy-dealer listings in Philadelphia, Cleveland and Cincinnati, introducing its new Ionitron 500 negative ion generator. Batten, Barton, Durstine & Osborn is the agency.*

WKRC-TV Promotes Two

WKRC-TV, Cincinnati, has appointed Leonard Goorian merchandising-advertising manager and Peggy Rogers publicity-promotion director. Mr. Goorian formerly handled exploitation for the station; Miss Rogers was formerly promotion director.

it's NEW!

WRITE FOR YOUR COPY

Advertising techniques that get new business . . . how successful advertisers locate hidden buying influences, discover new and different product applications, measure market potential, sell important new customers.

Also contains helpful data for agencies and advertisers in evaluating industrial publications . . . what industry's most active buying group reads, the type of information they want, how they like it presented.

Complete with latest data on N.E.D. market coverage and proof of N.E.D.'s effectiveness in helping advertisers get more sales in all industrial markets. Write for your free copy, today.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

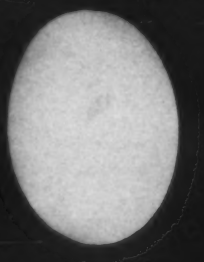
NEP BPA

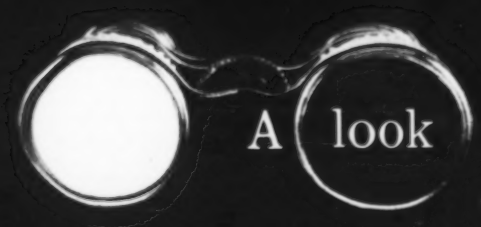
Industry's Leading Product News Publication

Now over 88,000 copies (total distribution) **in over 46,700 industrial plants**

AMERICA'S SMART NEW MAGAZINE SHOWCASE

Huntington Hartford's Magazine of the Performing Arts





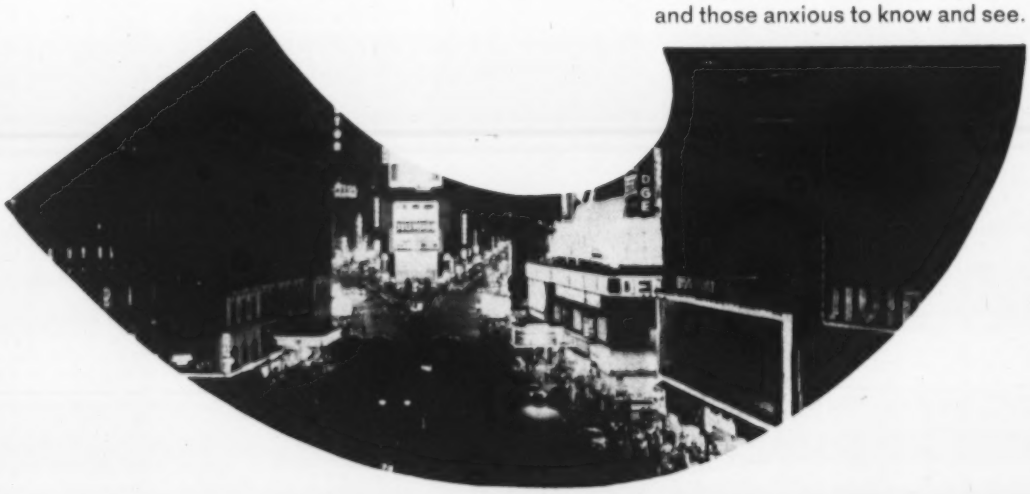
A look at SHOW's
exclusive market,
an examination of
its conduct, its *hauteur*,
its style, its genius

LIGHT

The dark ages of the performing arts is officially over. Previous to SHOW there were only magazines for aficionados of the theatre, ballet, dance, opera, jazz. For the sophisticate who likes more than one of the performing arts, there was no magazine that covered them all, and created about them an aura of excitement. Now that need is satisfied—and the world of the performing arts at last has an exciting, quality magazine, a magazine that will bedazzle, enlighten, amuse and entertain. A *tastemaker* magazine.

ELEGANCE

SHOW is a monthly and will sell for one dollar. It will be opinionated and authoritative. Its audience will be strictly "dress circle". They will be educated, urbane, affluent—because of the very nature and price of the magazine. It will be edited for the person of adult, discriminating taste who seeks out the different, the new and interesting in Theatre (on and off Broadway), Films (domestic and foreign), Television, Radio, Opera, Music, Dance. SHOW will examine, in depth and in perspective, those aspects of the performing arts which are usually treated superficially. The lively arts will be livelier in SHOW, the world of entertainment will be more entertaining...both to the *cognoscenti* and those anxious to know and see.



SPIRIT

The spirit of SHOW is precisely what will sell it to the reader—and sell it to the advertiser as a place to stunningly display his product. Each issue of SHOW is destined to be thumbed and ogled, saved and cherished. There will be no magazine in the performing arts field competitive in SHOW's adult readership, or in the quality of its offering. Yet, its spirit will be youthful and light and free.

DIMENSION

SHOW will be a big book, 10¼" x 13", luxuriously printed on heavy coated papers. It will be filled generously with editorial features; the page count from cover to cover will be not less than 100—a full pound of exciting reading and visual titillation. The size offers superlative advantages for large display, as well as comfortably accommodating Junior Pages. And SHOW will deal kindly and intelligently with fractional pages.

ZEST

Mr. Huntington Hartford is the publisher of SHOW. He is a man who sponsors ideas when and if he thinks they are good, new, and answer a need. Mr. Hartford has hand-picked an editorial and art staff designed to make SHOW a veritable showpiece of the magazine world. You will see SHOW in all the urban centers of the United States as well as in chic capitals throughout the globe. *Wherever* smart people congregate, there you will find SHOW. It will review and *pre*view quality offerings everywhere they are offered.

VERVE

SHOW's editor, Mr. Robert Wool, has spent one year researching and buying and looking to get the best for SHOW. He has gathered together a roster of names that has seldom before been equalled in magazine publishing. But while there will be distinguished names in SHOW, there also will be new names, new discoveries, stars of the future. In the immediate months ahead you will see in its pages a fabulous portfolio of writers, artists, performers and critics:

AL CAPP
EDWARD ALBEE
BRENDAN BEHAN
HAROLD CLURMAN
JOHN CROSBY
BOSLEY CROWTHER
LESLIE FIEDLER
JOHN GIELGUD
HARRY GOLDEN · NAT HENTOFF
CHARLES JACKSON
MARTIN MAYER · S. J. PERELMAN
TERENCE RATTIGAN
JACK RICHARDSON
WINTHROP SARGEANT
HAROLD SCHONBERG
VINCENT SHEEAN
VIRGIL THOMSON
KENNETH TYNAN
RICHARD WATTS
among many others.

STYLE

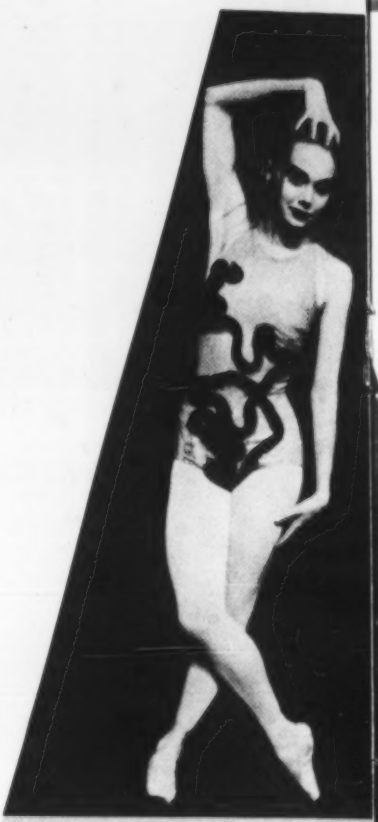
In the graphic arts, few people can hold a candle to Mr. Henry Wolf, SHOW's art director. His handling of type, his dramatic layouts, his inherent sense of taste and quality, are unique. In SHOW, Mr. Wolf has a whole new world in which to display his talent and continue to add to his collection of gold medals for art direction. For those who like and envy his art spirit, SHOW will have incomparable appeal.

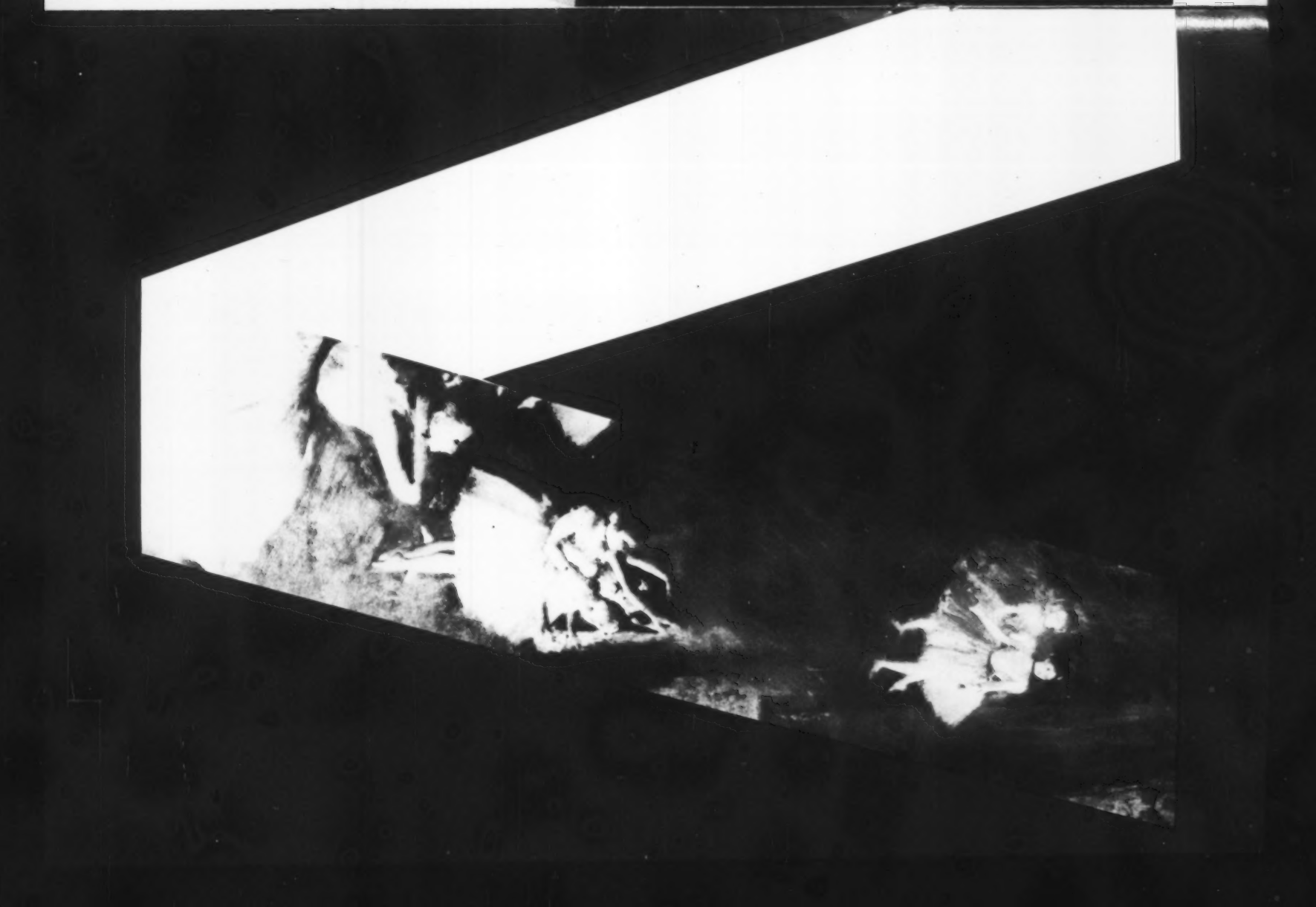
PREVIEW

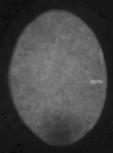
The first issue will contain a never-before-obtained, full-length portrait of Mr. Orson Welles by Mr. Kenneth Tynan, Britain's *critique formidable.* It will have a surprising feature written and illustrated by the always-surprising Mr. Al Capp. And it will feature an "impossible" interview of the ineffable Mr. Brendan Behan—by Mr. Brendan Behan. Maestro Arthur Rubinstein will be exclusively portrayed against the backdrop of a recording session. The rest is a secret, but will be of equal delight and import.

PRECIS

SHOW, in essence, will be a brothy *bouillabaisse* of the arts, served with a flourish. It will be one of America's splendid showcases for the quality advertisement. Selectivity will be the keynote, and the advertiser will find himself in the best of advertising company.







The Magazine of the Performing Arts

REGIONAL REPRESENTATIVES

ATLANTA
WEAVER INCORPORATED
1447 Peachtree Street, N.E.
Atlanta 9, Georgia
Phone: 874-8694

CHICAGO
PEACOCK, FREED & ASSOCIATES
159 East Ontario Street
Chicago 1, Illinois
Phone: DElaware 7-3282

DETROIT
Frank B. Heib
12986 Houston-Whittier
Detroit 5, Michigan
Phone: 372-8825

MIAMI
WEAVER INCORPORATED
Chamber of Commerce Building
Miami 32, Florida
Phone: FRanklin 1-0376

SAN FRANCISCO
R. J. FRIEDMAN ASSOCIATES
Room 774
681 Market Street
San Francisco, California

LOS ANGELES
R. J. FRIEDMAN ASSOCIATES
836 North Fairfax Avenue
Los Angeles 46, California
Phone: OLive 1-3180

SOUTHWEST
WEAVER INCORPORATED
P. O. Box 3142
Tyler, Texas
Phone: LYric 3-3948

DALLAS
WEAVER INCORPORATED
8607 Beauregard Lane
Dallas 25, Texas
Phone: EMerson 8-1787

140 EAST 57TH STREET ○ NEW YORK 22

UNITED FRONT—*When Force Inc., Paterson, N.J., designed this newspaper ad for Trust Co. of Morris County, the savings bank's rival, Morris County Savings Bank, offered to share sponsorship. The page ad opposes the proposed income tax withholding on savings' interest.*

Becker Sees Agency Outbilling Former Burdick & Becker

NEW YORK, Aug. 15—In 1960 Burdick & Becker ranked the third largest ethical drug agency, billing $7,450,000. The agency on July 1 broke into two parts (AA, June 26). It was supposed to have been a more or less equal split—but Robert A. Becker now says his wing will bill more than $7,450,000 in 1962.

Mr. Becker, who heads the agency now called Robert A. Becker Inc., made his assertion in announcing several additions to his staff, which now numbers about 35. He declined to be more specific, except to say that the increased billings will come from both exising and new clients.

The Becker agency has four clients: Knoll Pharmaceuticals; Merck Sharp & Dohme division of Merck & Co.; Sandoz Pharmaceuticals; and Smith, Kline & French Laboratories.

The new additions to the Becker staff are Dr. Robert S. McCleery, who rejoins the agency from Bristol Laboratories as vp and medical director; Joseph Bartelone, who went with Mr. Burdick last month and has now switched to the Becker side; Kip Cohen, formerly with *New Medical Materia*, named a vp; and Gerald J. Jacobs, formerly with Ted Gotthelf & Associates, appointed comptroller.

The Becker agency also promoted its production chief, Jack A. Koehler, to vp, and named two group creative directors—Peter Kuss and Alfred M. Swift. Mr. Swift joined the agency from Robert E. Wilson Inc. (AA, July 17). #

Halo Offers Shower Bottle

A reusable plastic shower bottle will be offered free with a bottle of Halo shampoo, by Colgate-Palmolive Co., New York, in a promotion breaking early next month. Supporting the offer will be window streamers, counter cards and other point of purchase materials.

Welbilt to David Cummins

David Cummins & Associates, New Brunswick, N. J., has been named to handle advertising, public relations and sales promotion for Welbilt Airconditioning & Heating Corp., Farmingdale, N. J., a subsidiary of Welbilt Corp., New York.

KTUC Boosts Slack: Partnership Planned

Ben Slack, who has been with KTUC, Phoenix, for 20 years, has been appointed sales manager of that station. He will later become a partner with Van Haaften and Boc Lebsock and will apply for permission to purchase the remaining outstanding stock in KTUC from Mr. and Mrs. E. W. Krampert, Casper, Wyo. FCC approval is pending.

Ralston Appoints Two

Dr. Harold L. Wilcke has been named vp in charge of research and member of the management committee and Arthur S. Pearson has been appointed director of the new market research department of Ralston division of Ralston Purina Co., St. Louis. Dr. Wilcke, formerly assistant director of research of Ralston, succeeds Dr. Roland M. Bethke, who has retired. Mr. Pearson was formerly manager of market research of Jell-O division, General Foods Corp.

GF Names John Crossen

John Crossen, with General Foods, White Plains, N. Y., since 1951, has been appointed general manager of the distribution-sales services division. He succeeds George N. Perry, who recently became national sales manager of the Jell-O division.

Bernstein Joins WLOS-TV

Fred L. Bernstein has been appointed general sales manager of WLOS-TV, Asheville, N.C., succeeding Saul Rosenzweig, who has resigned to join KPLR-TV, St. Louis. Mr. Bernstein has been executive vp of Forjoe & Co., New York, and WSAI, Cincinnati, executive vp and general manager of WTTM, Trenton, N.J., and is a former owner of WMET, Miami Beach.

Lindhult, Rockett Adds One

Lindhult, Rockett & Jones Advertising, Haverford, Pa., has been named to handle advertising, sales promotion and publicity for Industrial Products Co., Philadelphia, and its subsidiary, IPCO Safety Products Co., Orange, N.J.

Your Address: Chicago's magnificent gold coast
181 East Lake Shore Drive
Overlooking Lake Michigan . . . five minutes from downtown . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.
Donald O. Cronin, Mgr. SUperior 7-8500
LAKE SHORE DRIVE HOTEL

Your daily newspaper is a tribute to Air Express priority service

If tomorrow every syndicated cartoon, column and ad in which AIR EXPRESS played a part were missing from your morning paper, you'd know it instantly. The graphic arts, printing, publishing and advertising industries rank high among AIR EXPRESS users. Their engravers' plates, photos and illustrations—even entire newspapers—get top priority on all 10,000 daily scheduled U.S. airlines flights—first on, first off, first there. And they get door-to-door pickup and delivery, too, by a special 13,000-truck fleet—plus kid-glove handling. And just one phone call arranges everything, at amazingly low cost. So always . . . think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

New publis

for this decade

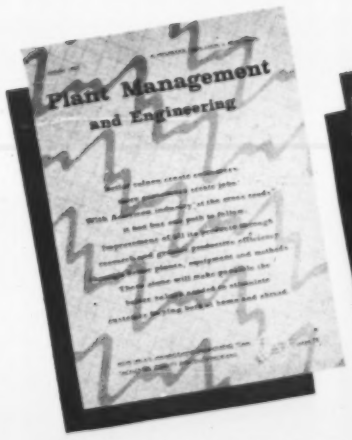
The next ten years will be the most critical and decisive years in the history of our country. This decade will test whether a free society of nations will survive this economic cold war and lead the world to a better life of freedom for all of mankind or whether a bloc of dictator nations will enslave it and destroy all these freedoms that mankind has fought for since the beginning of this age.

In those industries we serve as publishers our magazines are motivating with increasing editorial impact those ideas that are contributing to the modernization of our industrial plant and equipment for increasing production efficiency, quality and reducing costs. These are vital factors that are necessary to meet these increasing economic competitive conditions and give our total productive capacity a dynamic new era of accelerating expansion.

Hitchcock Magazines and Directories have new publishing concepts that are giving our readers in industry the kind of information they need to help them meet this decade of challenge.

These new publishing concepts are increasing editorial impact

- NEW PUBLISHER ORGANIZATION FOR INDUSTRY LEADERSHIP
- NEW EDITORIAL COMPRESSION
- NEW NATIONAL EDITORIAL NETWORK
- NEW INTERNATIONAL EDITORIAL NETWORK
- NEW EDITORIAL NEWS FEATURES
- NEW COVER DESIGNS
- NEW ART AND LAYOUT FORMAT
- NEW TYPE FACES AND ENGRAVINGS
- NEW AND IMPROVED PAPER STOCKS
- INCREASING MARKET COVERAGE AND PENETRATION
- INCREASING THE IMPORTANT BUYING INFLUENCES



PLANT MANAGEMENT and ENGINEERING
"For the men in industry who plan for tomorrow."
Published since 1950 — Circulation 50,100

MACHINE and TOOL BLUE BOOK
HITCHCOCK'S MACHINE and TOOL DIRECTORY
"For the men of action in metalworking."
Published since 1906 — Circulation 60,260
Circulation (Directory) 30,000

GRINDING and FINISHING
"For better production and finishing with abrasives."
Published since 1955 — Circulation 32,000

CUTTING TOOL ENGINEERING
"For better production, quality and cost."
Published since 1955 — Circulation 28,000

ASSEMBLY & FASTENER ENGINEERING
HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY
"Better design and engineering for assembly."
Published since 1958 — Circulation 31,000
Circulation (Directory) 23,000

HITCHCOCK'S SERVICE

Marketing • Research • Merchandising • Promotion

HITCHCOCK DIVISIONS: TECHNICAL BOOKS

bing concepts of challenge

These new publishing concepts are dedicated to preserving and revitalizing the principles of the dynamic heritage of our free society—and the four cornerstones of our nation's strength and greatness.

Therefore we believe in a free society

and the four cornerstones of its foundation

freedom OF SPEECH
freedom OF THE PRESS
freedom OF RELIGION
freedom OF ENTERPRISE

. . . and as business magazine publishers we dedicate ourselves to the preservation of these principles and the free society they have established . . . . with the hope, faith and confidence that this free society of free men under God shall not perish from the earth.

ITCHCOCK PUBLISHING COMPANY
HITCHCOCK BUILDING • WHEATON, ILLINOIS
Publishers of Business Magazines and Directories since 1898
BOSTON, NEW YORK, CLEVELAND, CINCINNATI, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

HITCHCOCK'S WOOD WORKING DIGEST
HITCHCOCK'S WOOD WORKING DIRECTORY
"For the management men in woodworking."
Published since 1898 — Circulation 20,100
Circulation (Directory) 15,000

METROPOLITAN TRANSPORTATION
"Coordinated transportation for modern American cities."
Published since 1904
Circulation 12,000

SCHOOL BUS TRANSPORTATION
"Modern transportation for modern education."
Published since 1956
Circulation 22,000

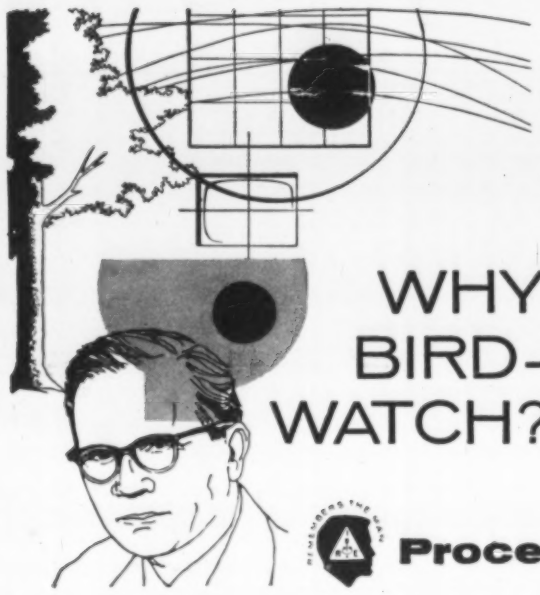
DEPARTMENTS
Reader Service • Direct Mail
SPONSORED MAGAZINES • INTERNATIONAL

Marketing Department
HITCHCOCK PUBLISHING COMPANY
Hitchcock Building • Wheaton, Illinois

Please send complete information on the following Hitchcock magazines, directories and their markets.

- ☐ Assembly & Fastener Engineering
- ☐ Machine and Tool Blue Book
- ☐ Hitchcock's Wood Working Digest
- ☐ Metropolitan Transportation
- ☐ School Bus Transportation
- ☐ Hitchcock's Assembly & Fastener Directory
- ☐ Hitchcock's Machine and Tool Directory
- ☐ Hitchcock's Wood Working Directory
- ☐ Cutting Tool Engineering
- ☐ Grinding and Finishing.
- ☐ Plant Management & Engineering

*Company*_____
*Street*_____
*City*_____ *Zone*_____ *State*_____
*Name*_____
*Title*_____



WHY BIRD-WATCH?

Day and night, IRE electronics engineers are among the thousands of people who "bird-watch"—who follow, with the aid of telescopes and electronics instruments, the paths of rockets and satellites that streak across our sky.

This bird-watching is vital to our nation's defense. But it is important, too, to keep an eye open at ground level—for tanks, and guns, and armored cars, and motorized infantry. Television is being used more and more for military reconnaissance, and its effectiveness has been substantially increased by the researches of Peter C. Goldmark, of CBS Laboratories. At the same time, Mr. Goldmark has used his knowledge of TV to help us defend ourselves against other deadlier enemies—anti-bodies—by making possible the use of television in medical education.

Like other IRE members, Mr. Goldmark works continuously in a world of pure and abstract science, and again, like his colleagues, he relates his research to the world around us, to make a better life possible for all. The IRE salutes him with the Vladimir K. Zworykin Award for 1961, and commends to your attention the tremendous IRE membership of professional electronics engineers, whose zeal, intellectual ability and devotion to duty Mr. Goldmark so typifies.

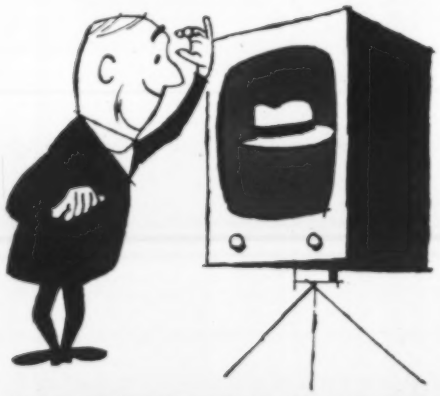
The researches and findings of electronics engineers of Mr. Goldmark's calibre are published each month in *Proceedings of the IRE*. Your ad in *Proceedings* associates your company with a publishing project that benefits all mankind.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

IN PORTLAND OREGON

THEY EYE IT...



AND BUY IT...

ON

KOIN TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

Summer casualties: **W. Parkman Rankin,** vp of *This Week* and noted low-handicap golfer, is off the golf course for the rest of the season with a broken leg—the result of a bad fall at his summer home at Lake Bomoseen, Vt. He'll be back on the fairways and at his desk this fall . . . **A. J. Becker,** vp at Foote, Cone & Belding, New York, is working in a cast these days after six weeks in the hospital. He slipped stepping out of his cabin cruiser, fracturing his ankle in three places and injuring his neck . . .

Another golf casualty—**Frank McGowan,** executive director of the southwest edition of the *Wall Street Journal*, suffered a shattered kneecap when he tumbled from a golf cart driven by his golf partner, **Clyde Rembert,** president of the KRLD stations. He's recuperating in Baylor Hospital, Dallas . . .

Wedding Dept.—**Joe Wilkerson,** senior vp in charge of Young & Rubicam's London office, was married June 21 to Audrey Potter . . . **Otis Kenyon,** grandson and namesake of the late founder of Kenyon & Eckhardt, will be married Aug. 25 in New York to Mary Houlet. Young Kenyon is the son of **Donald Kenyon,** who was with K&E some years back . . . An autumn wedding is set for Melinda Parks and **John Chester Conrad** of McCann-Erickson, New York . . .

E. R. Peterson, senior vp of Keystone Broadcasting System, Chicago, has returned to work after an illness of several months . . .

TIME BUYER—*Ed Cashin, exec vp of Batten, Barton, Durstine & Osborn, New York, head of the advertising division of the New York City Cancer Committee drive, uses "time buying" theme by telephone to boost donations. "I am asking you to join me in buying time for yourself and your family," says Mr. Cashin, "to speed the day when research conquers cancer."*

Robert Wilder, exec vp of Lewis & Gilman, Philadelphia, was named head of the advertising committee for the United Fund Torch Drive there . . .

Joseph C. Best, who owns his own ad agency in Palo Alto, won *Sunset's* "Discover the Pacific" sweepstakes drawing of a two-week trip for two to Tahiti, Moorea and Hawaii . . . Another lucky trip winner was **Marie Minnick,** with the circulation-promotion department of *TV Guide*. She won a 10-day trip to Europe for her photo of an island sunset entered in Universal Travel Agency's vacation photo contest, held recently in Philadelphia . . .

New Editions: **Sid Bakal,** director of public relations of WOR and WOR-TV, New York, has a new daughter, Wendy Pamela, born Aug. 4 . . . **John E. Flynn,** president of Selling Research, New York, has a second son, David John, born July 24 . . . **Michael Gould,** central division manager for ABC Films, has named his new daughter Lisa . . .

Bad Back Dept.—AA's managing editor **Jack Graham** is in traction for a back ailment at Chicago's Wesley Memorial Hospital, where he'll be for a week or so. And at Needham, Louis & Brorby's Chicago office, **Al Clatt,** vp in charge of the copy department, returned to work several weeks ago after recovering from back trouble. Shortly after his return, **Don Dickens,** his associate copy director, wound up in the hospital in traction for a similar back condition. Read a NL&B personnel department memo: "Apparently this ailment can no longer be considered a status symbol in our society." The news was reported by NL&B vp **Hal Smith,** who can well sympathize with the victims because he suffered back trouble about a year ago . . .

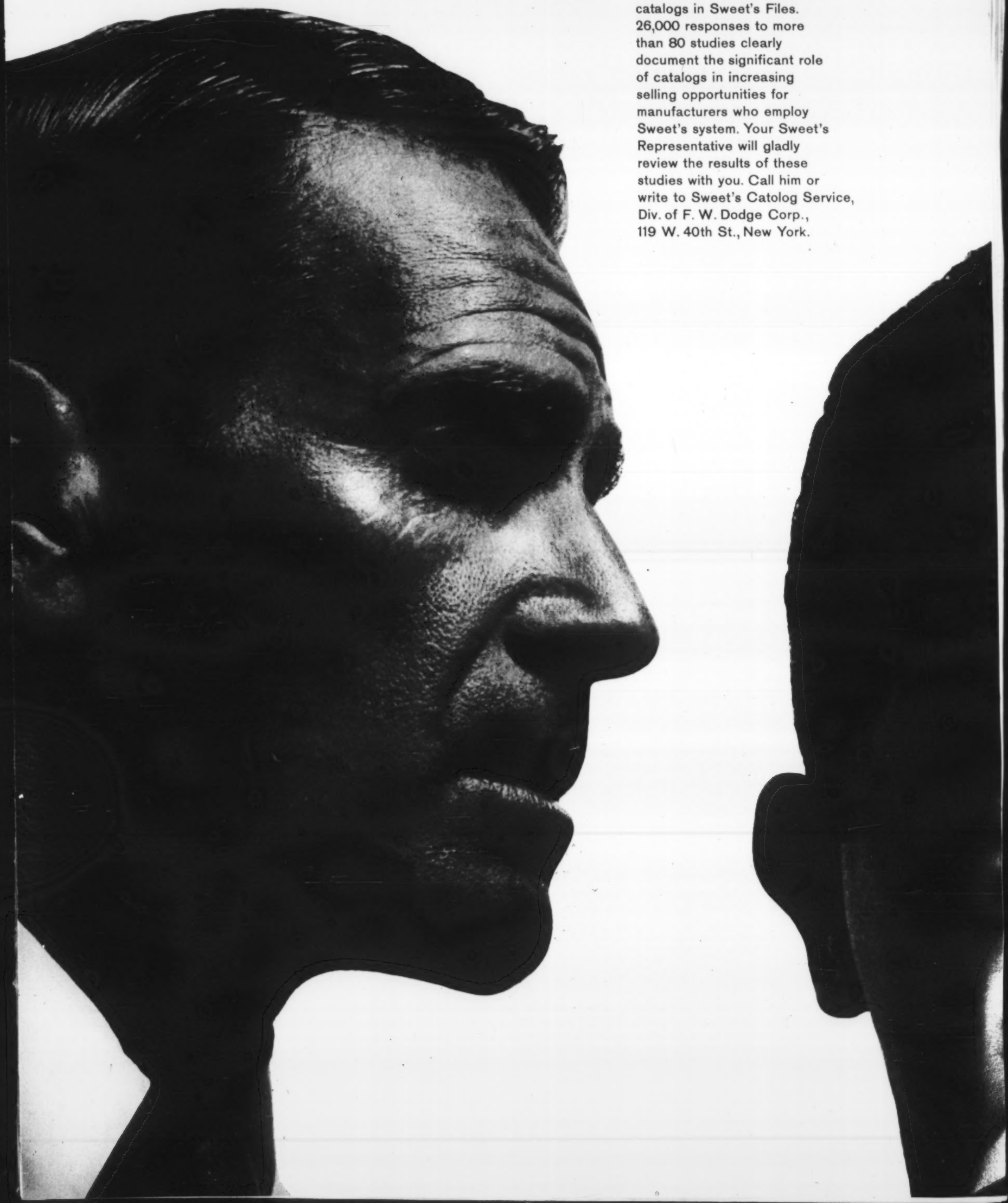
Ernie Jones, president of MacManus, John & Adams and an ardent musician, recently conducted Detroit's Belle Isle concert band in a rendition of the William Tell Overture. When the audience demanded an encore, he obliged with the marching song of his alma mater—the University of Michigan . . .

M. J. Gorman Jr., vp in charge of public relations and new business for Grant Advertising, in Caracas, Venezuela, was named "International Chicagoan" by the Chicago Junior Assn. of Commerce & Industry at a dinner held in conjunction with the recent Chicago International Trade Fair. The award cites "the Chicago business man who, while working in a foreign country, has done the most outstanding job in creating good will and mutual understanding between that country and the U.S., thereby fostering exchange of ideas and trade between the two countries." Mr. Gorman has served with the North American Assn., and as a fund raiser for the Venezuelan CYO and Boys Town . . .

RECOMMENDED

SPECIFIED... APPROVED... REQUISITIONED... CALLED LOCAL OFFICE.

These are typical of the buying actions which result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catolog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York.



WEIGH ITS TECHNICAL VAL TO PRODUCTIO AND

YOU'LL SEE WHY THIS

IS METALWORKIN MOST POWERF SELLING TOOL

UE
N MEN

Three out of five metalworking machines in the country today are over-age. The U.S. has dropped to fourth place (after Russia, West Germany and Red China) as a producer of machine tools.

What are we doing about it?

For one thing, the government promises to step in with new tax policies that will help industry to invest in new tools to narrow "the machine gap". For another, technology is moving fast . . . with new methods, new techniques for making products better, faster, cheaper.

This is where American Machinist/ Metalworking Manufacturing fits in. It has led the crusade for tax policies that will help business keep its plant up to date. And more importantly, manufacturing men in plants making everything from watch bands to airframes turn constantly to AM/MM for news and information on the latest developments and techniques that will help produce more at a profit.

Because manufacturing men must keep on top of new developments in metalworking, AM/MM is a direct sales channel to this ever-vital market. More than 45,000 metalworking manufacturing men read it twice a month.

You don't have to look far beyond this fact to see why so many advertisers find this magazine metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

G'S
UL

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

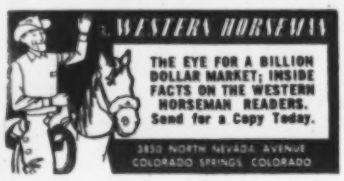
A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABC
ABC

Richardson Sets Candy Drive for Fall-Winter

Thos. D. Richardson Co., Philadelphia, will concentrate heavily on Sunday newspaper supplements in its fall-winter campaign, which is reported to be the largest in the company's history. Featuring the company's "big four"—after dinner mints, party jellies, pastel mints and party patties—will be two-color ads in Sunday supplements in October and November.

The program will be supplemented by direct mail "reminders" to customers featuring Thanksgiving and Christmas specials, and will also include ads in food and candy trade publications. Richard A. Foley Inc., Philadelphia, is Richardson's agency.


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

ITC to Danziger-Wallach

Ideal Toy Corp., New York, has appointed Danziger-Wallach, New York, to handle trade advertising and sales promotion for its ITC Model Craft division. The account was formerly with Atlantic-Bernstein Advertising. Consumer advertising for ITC and six other divisions of Ideal Toy remain with Grey Advertising Agency.

Distributes 100,000 Teenkits

National Youth Market Service, New York, plans to distribute 100,000 free sample kits to high school seniors this fall. The kit, an attache-type case, is called Teenkits and will contain 12 products, plus literature on each product.

When you want to SELL...

there is NO SUBSTITUTE
for a BIG MARKET
where families have a
HIGH ANNUAL INCOME

In Greater Cleveland you can get to the heart of a retail market larger than anyone of 38 entire states . . .

very easily!

Buying families read the Cleveland PLAIN DEALER . . . daily and Sunday

The Cleveland PLAIN DEALER

COMMODITY	CLEVELAND CUYAHOGA COUNTY		26 ADJACENT COUNTIES	
Total Retail Sales	$2,441,733		$1,931,863	
Retail Food	622,632		500,261	
Retail Drug	99,218	+	60,070	= 4 BILLION plus*
Automotive	366,783		355,919	
Gas Stations	155,742		162,506	
Furniture, Hsld. Appliances	119,911		80,025	

(Source: *Sales Management Survey of Buying Power, May 10, 1961*)

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa; Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hershey Inn, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

Midwest Newspaper Advertising Executives Assn., bi-annual meeting, President Hotel, Kansas City, Mo., Sept. 9-11.

Mutual Advertising Agency Network management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

PR Publishing Opens in NY

PR Publishing Co., Meriden, N. H., has opened a New York office at 60 E. 42nd St., with Edwin L. Neville as resident manager. Mr. Neville is president of Edwin L. Neville Exhibits Management. PR Publishing is headed by Robert L. Barbour; it issues several publications, including "Who's Who in Public Relations" and the "PR Reporter," newsletter.

"STILL LIFE WITH ONIONS", PAINTED IN OILS BY NOEL ROCKMORE

Here the talent, the patient skill, the deep feeling of an artist bears fruit on canvas.

Here also, with those same artistic qualities, our printers have brought that still life to you, just as they can reproduce the image and the mood of your product . . . faithfully . . . for millions of readers.

Under one management, our four national printing companies operate five modern plants in the east, west, and central states. Our men take special pride in the fact that the first job for a new customer usually leads to another. And another. How may we help you?

Leading advertisers and publishers depend on printing produced by four companies under one management

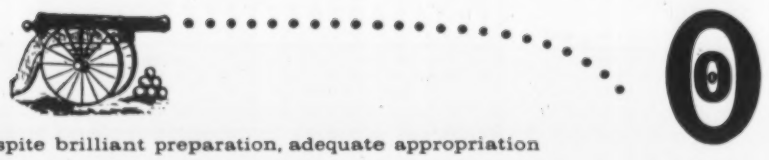
J. W. CLEMENT COMPANY
Buffalo, New York

CLEMENT COLORTYPE INC.
Chicago, Illinois

PACIFIC PRESS INC.
Los Angeles, California

PHILLIPS & VAN ORDEN CO.
San Francisco, California

SALES OFFICES: GRAYBAR BUILDING, NEW YORK • FISHER BUILDING, DETROIT



Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

N. Y. Adwriters Elect Smith

Royall Smith, vp and senior copy group head at Lennen & Newell, New York, has been elected president of the Advertising Writers Assn. of New York. He fills the vacancy created when the club's first president, Bill Suitt, left the agency business recently to join Revlon Inc. in an executive capacity. Other new officers include Tom Hagan of Maxon Inc., vp; Bob Eastright of J. Walter Thompson Co., secretary; and Tyler Kaus, Cunningham & Walsh, treasurer.

WIL Boosts Williams, Just

Ruth N. Just has been appointed director of promotion of WIL, Balaban station in St. Louis. Mrs. Just was previously promotion assistant with the station. WIL also has promoted Victor Williams to director of sales and marketing. He has been in charge of the station's merchandising department since 1959.

Sylvania Stays in October 'Coronet' for Nostalgia's Sake

NEW YORK, Aug. 15—Don't underestimate nostalgia. It's got value—$45,600 worth in the case of General Telephone & Electronics and *Coronet*.

Some months ago, General Tel scheduled an eight-page b&w section in the October *Coronet* for its 1962 line of Sylvania picture-computer tv sets. That was before General Tel knew *Coronet* would stop publication with that issue.

▪ Now General Tel says it is sticking to its guns, for "nostalgia" and "value" reasons. George P. Norton, vp of corporate relations and advertising, said, "Sure, we could have canceled our contract. But we never gave it a thought. The notoriety has given the October *Coronet* more value." He added: "The book has always been well received. People say what's happened is a damned shame."

▪ William A. MacDonough, account supervisor on General Tel with the Kudner Agency, said, "The reasons we bought the October *Coronet* are still valid. It was—and is—a helluva value. Perhaps some of these extremely good values made it difficult to make a good profit. Apparently, in the magazine business you have to be a phenomenal success, and not just an interesting one. There's an analogy between *Coronet* and a good Broadway show which, after the money's invested, doesn't make it."

Mr. MacDonough thought Sylvania was going to get *Coronet's* October guarantee, and then some, "because the issue should stay on the stands until it's sold." =

Advertising Associates Bows

Advertising Associates has opened as a completely reorganized agency with offices at 155 Fell St., San Francisco. Earnest Snazelle, owner of Snazelle Film Productions, is president; Don Blum, formerly head of his own agency, is account supervisor; Jean Baker, formerly of CBS' sales staff, Chicago, is media director; and Don Moore, formerly operator of his own art service in San Francisco, is art director. The agency has estimated its initial billings at $250,000.

ABP Appoints Two

Angelo R. Venezian, vp of McGraw-Hill Publishing Co., New York, has been reappointed chairman of the publishing management committee of Associated Business Publications, New York. D. F. Sullivan Jr., credit and insurance manager of Time Inc., New York, has been appointed chairman of ABP's agency relations and credit committee. Mr. Sullivan succeeds Raymond W. Holdsworth, credit manager of McGraw-Hill.

Donlin-Gallagher Adds One

Donlin-Gallagher, Worcester, Mass., has been named to handle advertising for Parks-Cramer Co., Fitchburg, Mass., and Charlotte, N. C. The textile machinery division of the company is currently introducing FilterBlo, a new frame-and-room cleaner.

Hall, Haerr Boosts Klein

Edward J. Klein has been appointed director of copy services of Hall, Haerr, Peterson & Harney, Peoria, Ill. Mr. Klein was formerly copy director.

BALANCE!

WHO-TV
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WHO-TV

There was a time when agriculture dominated Central Iowa's economy. But it's not true today. Central Iowa—the area served by WHO-TV—is one of America's most diversified markets.

Take Des Moines for example. Its population has grown 17% in 10 years. The city has 300 factories manufacturing 1,000 different products PLUS 44 insurance company home offices with $7.4 billion of insurance in force. Yet Des Moines is only *one of 48* towns and cities in WHO-TV's primary coverage area.

Today, more than half the $2.5 billion income in Central Iowa comes from sources other than agriculture, but farm incomes *average $14,700* per year.

Your PGW Colonel has all the facts on WHO-TV—the one station best equipped to give you a good share of Central Iowa's bustling, balanced economy.

Source: Sales Management Survey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC and WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Peters, Griffin, Woodward, Inc.
National Representatives

MATCHLESS—*"If your Harvey Probber chair wobbles, straighten your floor," says this four-color page running in The New Yorker, Interiors, Interior Design and the New York Times Magazine section. Papert, Koenig, Lois is the Harvey Probber agency.*

Post Office Hits Mushroom Grower With Fraud Order

WASHINGTON, Aug. 15—The Post Office Department last week issued a fraud order to stop Washington Mushroom Industries Inc., and A. T. Lelles, its president, from promoting the sale of mushroom growing kits.

The department's judicial officer said advertising in a number of magazines was used to solicit prospects for a 40-page booklet called "Grow Mushrooms at Home." The decision said the booklet promised that mushrooms were easy to grow, and it pictured a mass of checks which had been mailed to growers who marketed their mushrooms through Washington Mushroom Industries Inc.

In issuing the fraud order, Reva Beck Bosone, judicial officer, noted that Agriculture Department experts testified that mushrooms are very difficult to grow. She pointed out that the company took in $300,000 for sale of kits in 1954, and paid out only $5,000 to growers. In 1959, it took in $65,000 and paid out $1,000.

▪ "Respondents knew the glowing picture of making money by growing mushrooms was fraudulent," she wrote. "In a new business venture it is conceivable such a disparity might happen, but if the owners of that business are conscientious in their pursuit of a successful permanent business they would investigate. In the present case the respondents have continued the same business operation for many years. The mask of innocence wears thin on the perpetual grin of fraud." #

Braco Adds Two Accounts

Braco Associates, New York, has been named to handle advertising for Dandy Mattress Co., Brooklyn manufacturer of Chiro-Spinal mattress, and J. Hoover & Sons, Philadelphia lithographer and printer. A radio and newspaper campaign for Dandy mattress has been launched.

Bailey Joins 'News'

Charles F. Bailey, formerly vp and secretary-treasurer of Pacific Press Ltd., Vancouver, B. C., has been appointed business manager of the *News*, Garden Grove, Cal., a wholly-owned subsidiary of the *Vancouver Sun*.

Design News
Practical Design Tips
RESULTS REPORT
Number of inquiries this ad pulled 140
Number answering questionnaire 66
1. Inquirers will specify equipment in mind 31
2. Inquirers with new applications 36
3. Number who have specified since inquiring 20
4. Number who will specify within 6 months 6
18 months 9
STATIC CONDITION
OPERATING CONDITION

Study of 26,000 ad inquiries

documents the full force of advertising in Design News!

DN's Inquiry Study follows up *every* design engineer's inquiry to each ad in January issues of Design News . . . gives you *positive proof* that DN's inquiries produce sales! Moreover, DN's study . . . unlike ordinary ad readership studies . . . digs deep . . . reveals *buying motives* . . . helps you appraise advertising effectiveness . . . provides solid facts to help guide your total marketing approach. DN's latest report—our fifth annual study—covers 26,033 inquiries received from the January '61 issue. Questionnaire returns numbered 13,165—better than 50% and an all time high! Of the design engineers responding . . .

59% inquired in connection with designing a new product

24% were redesigning an established product

17% based inquiries on unsatisfactory performance of previously specified parts or materials

58% had either already specified the product or expected to within the next 6 to 18 months!

This is real testimony to DN's editorial philosophy of USABLE DESIGN IDEAS . . . and PROOF of the high quality of DN's inquiries! Want to see the whole story? Just ask your DN rep to show you over-all results. For readership, inquiries and *sales results*, talk to your prime design engineers in Design News! A Cahners Publication.

ROGERS PUBLISHING COMPANY, INC., Englewood, Colo.
A subsidiary of CAHNERS PUBLISHING COMPANY, INC.

BPA ABP

How Rio Gets the Low-Down on What's Up in Copenhagen

From Sugarloaf to the Baltic, "business as usual" has come to mean an increasing tempo of competition, a *new* competition of the severest kind. Success—indeed, survival—in world markets today depends upon an alertness to business developments everywhere. Spotting trends for key executives in the world business community is Paul R. Miller's job.

As Editor of the monthly magazine INTERNATIONAL MANAGEMENT, McGraw-Hill's "clearing house" for world business information, Miller scans the reporting that flows into New York each day from our World News bureaus at home and abroad (there are 26 in all, with 80 correspondents in 64 foreign countries). In addition, there are technical reports by other McGraw-Hill editors, United Nations surveys, countless other sources of facts and figures which INTERNATIONAL MANAGEMENT's staff must sift and evaluate for 50,000 paid subscribers outside the U.S. and Canada.

Obviously, you can't do the job from a desk alone. To Miller, it may mean tea with an Indian diplomat at UN headquarters in New York. Or exhaustive discussions with government economists in Mexico. Or, just a few weeks ago, talks with business leaders in Copenhagen as a prelude to another hard look at developments within the Outer Seven and Inner Six of Europe.

Paul Miller is an honor graduate of Princeton's Woodrow Wilson School of Public & International Affairs; he joined McGraw-Hill in 1949 and became Editor of INTERNATIONAL MANAGEMENT in 1956. Since then his writing, editing, speaking, and service on committees active in world affairs have been geared to one objective: providing a unique editorial service to international business.

Key business executives around the world depend on the kind of coverage Miller and INTERNATIONAL MANAGEMENT are providing —and prove it with paid subscriptions. They are the men that advertisers with an eye on foreign markets must cultivate and sell.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

McGraw-Hill's Paul Miller (right) talks world trade, tax, and investment problems on the steps of the Royal Exchange in Copenhagen during the recent Congress of the International Chamber of Commerce there. With him are, left to right, J. L. S. Steel, Deputy Chairman of Triplex Holdings Ltd., London; I. C. Thygesen, Managing Director of Danish Distilleries Ltd. and Chairman of the Federation of Danish Industries; and Dr. H. C. Boden, Chairman of Germany's big Allgemeine Elektricitaets-Gesellschaft (AEG) and just-elected President of the International Chamber of Commerce. That's the Danish Parliament rising in the background.

Famous Writers Join Artists; Schools' Ad Investment to Surpass $800,000

Key Ad Problem Is to Convince Prospective Students of Authenticity

NEW YORK, Aug. 15—If an art course by mail is a success, a writing course should be five times more successful—since at least that many more people aspire to be writers than artists. At least that's the way Albert Dorne and his associates figure at the Famous Artists School and its new offshoot, the Famous Writers School.

Enrollment figures seem to be bearing out their optimism. Even before the writers school opened in January, almost 1,000 students had signed up in response to a smattering of introductory ads. Now, at midyear, enrollment has risen to 2,000, and advertising has been held back in favor of a slow-but-sure start.

The writers school offers four courses—in non-fiction, fiction, advertising and business letters—and fiction, thus far, is outselling non-fiction three to one. But the advertising course is expected to gain when the course becomes better known. A good omen for the ad course: The first student to enroll in the writing school was a New York copywriter.

■ As for the art school, it has signed up about 85,000 students in its 13 years, with 40,000 currently enrolled, requiring a teaching staff of more than 70. These figures are particularly impressive since the courses cost $418 cash (more if by instalment) and take three years to finish.

The art school has three courses—painting, commercial art and cartooning. About 20% of those enrolled in the commercial art course are professional artists, including a large number of art directors.

"Why, I bet we have had a student in every agency art department," the ebullient Mr. Dorne estimated. "Sometimes there are ten or twelve of them in one agency taking our course—and most of them are learning to draw for the first time."

The art school now grosses more than $7,000,000 a year, backed by $800,000 in advertising and promotion. Ads are concentrated in magazines, Sunday supplements and art publications.

■ The burden of the advertising for both schools is not just to interest people in studying art or writing by correspondence, but to prove that the schools are genuine, reliable organizations.

"Correspondence schools in general have awful reputations," President Dorne says with characteristic directness, "and we've got to prove we're different."

The ads usually picture the 12 artists or writers who are members of each school's "founding faculty." The aim is to prove that "these are real people, real professionals, who know each other and work together," Leonard J. Reiss, ad vp, explained to ADVERTISING AGE.

For this reason, artwork is not used—even for the art school—"because somehow it suggests that the people don't really exist," Mr. Reiss said.

■ For both schools, the ad copy is fairly long. "We've tried short copy, but found that it didn't select the right kind of people. With long copy, we can explain fully what the school offers and attract the right kind of prospects," he said.

The writing school has one basic introductory ad, which is expected to run for about two years. The headline may be rewritten occasionally "to keep the ads from getting dull," but that's the only change contemplated.

So far the media for the writing school have been selected for a "general" writing audience—the fiction issue of *Cosmopolitan*, *Harper's*, *New York Times Magazine*, *Saturday Review*, *The Atlantic*, *The Reporter*, the anniversary issue of *True*, plus *Author & Journalist* and *Writer's Digest*. Later it will be expanded into business publications.

The art school has two types of ads. The basic ad shows the 12 artists who founded the school. From time to time, ads will feature only one of the artists, with his work.

■ The second type of ad features successful students and shows how they have been launched on art careers by their studies. "The more students we can squeeze on the page, the better the response," Mr. Reiss has found.

Since each ad has a coupon, the schools can keep careful tabs on which ad and which magazines pull best. The schedule is kept flexible, and ad plans are set only about three or four months ahead.

To help bridge the gap between school and student, Mr. Dorne ten years ago started his *Famous Artists Magazine*, which he says is now the largest art magazine in the country. With a circulation of almost 60,000, it goes free to students and alumni. Subscriptions are $2 a year for non-students.

Advertising is held to a small percentage of space "to keep it from looking like a catalog."

■ The basic media list for the art school consists of *American Weekly*, *Family Weekly*, the Metro *Sunday* group, *Parade*, *New York Times Magazine*, *This Week Magazine*, *Argosy*, *Better Homes & Gardens*, *Cosmopolitan*, *Glamour*, *House & Garden*, *Ladies' Home Journal*, *Life*, *Living for Young Homemakers*, *Look*, *McCall's*, *Seventeen*, *The Saturday Evening Post* and *True*, plus a large number of art publications.

Batten, Barton, Durstine & Osborn is the agency for Famous Artists School; Wunderman, Ricotta & Kline handles Famous Writers School.

■ When a reader sends in a coupon, the school sends back a talent test, plus some elaborate brochures. Handsomely printed and carefully written (Mr. Dorne's pencil is as apt with a phrase as it is with a sketch), the brochures bear enthusiastic testimonials from editors, agency presidents, artists, etc.—and are designed to convince any skeptic that this is a dignified and reliable organization indeed.

The student mails back the talent test and, if he "passes," the test is returned to him by a salesman, who makes the final deal. The art school now has a sales force of 110 men in the U.S. and abroad; the writers school hasn't set one up yet.

How can they teach people to write or paint? The question is such an automatic one that by now Mr. Dorne has an automatic answer: "We can't teach anyone to be a creative artist. But we can teach him the techniques—give him the tools; so that if he has talent he can go ahead and make the most of it."

■ The 12 faculty members for each school—all well-known names—own stock in the school, help write the school's textbooks and assignments, and supervise the teaching staff. They also take turns conducting weekly seminars for the teaching staff, reviewing assignments that the teachers have corrected.

The actual teaching staffs are composed of practicing artists or writers, who are supposed to keep up their own careers along with their teaching. To encourage them to keep up their own work, the artist-teachers work only four days, with a three-day weekend to pursue their own careers.

The school itself is housed in a sprawling modern building in Westport, with row after row of cubicles, where the art instructors evaluate and correct their students' assignments. To illustrate their corrections, they sketch and paint new versions of the students' work, then pick up a telephone and dictate to a central dictating machine a letter of evaluation and encouragement for the student.

The same procedure has been adapted to the writers school, except that these teachers work at home, and the students' work is mailed to them.

■ Only about 20% of the students ever complete the course—but this is a high percentage when compared with the liberal arts colleges, where only 14% finish, Mr. Dorne staunchly pointed out.

The average student finishes about 50% of the course; a few never send in a single lesson—"We make our money, of course, on the ones that drop out. If more finished, we'd have to raise the price of the course," he added.

The reputation of the school, however, is based on satisfied students, so the school has a series of 27 letters to prod laggards to get on with it. "After all, our students have a special problem; they haven't the stimulus of daily contact with instructors and other students."

■ Albert Dorne, who presides over the two schools, says he never finished the seventh grade. Short, with the blocky build of the ex-prizefighter he is, Mr. Dorne can be identified anywhere by two trademarks—the most amazing pair of eyebrows and the most expensive cigars in New York.

With great talent, not only as an illustrator, but as an organizer and executive, Mr. Dorne has perfected his school system into a marvel of efficiency. "If colleges were as well organized, they'd all make money," he said.

■ But he still has new ideas. "My latest idea is this: Every time we send a lesson back to a student now, we're going to include a biography and a picture of the teacher who corrected it," he told AA's reporter, with gleeful pride.

Other extra services: four women spend their time answering correspondence from students on matters not pertaining to their school work. "They write to us about everything—what shall I do about my husband? Should my daughter do this?"

■ Another five women are on duty during the summer, escorting tours of visitors through the school—about 3,000 sign the guest book each year. "Our students often plan their vacations to include a stop at Westport just to visit the school. As you see, the school becomes a very important part of their lives," Mr. Dorne added, his sentimental side plainly showing. #

ARTIST-ENTREPRENEUR—*Albert Dorne (right) chats with Faith Baldwin, a member of the famous dozen writers who star in promotions of Famous Artists School.*

NEW PERENNIAL—*This ad, already in use, will probably run with only minor changes for the next two years to introduce the writing school. Emphasis is on the 12 "famous writers" — including two veteran admen: John Caples, vp of Batten, Barton, Durstine & Osborn, and Mark Wiseman, consultant. Fellow faculty members are Rudolf Flesch, Max Schulman, Faith Baldwin, Bennett Cerf, Red Smith, Mignon G. Eberhart, Bergen Evans, Rod Serling, Bruce Catton and J. D. Ratcliff.*

TRIED AND TRUE—*Years of testing have proven the best ad formula for the Famous Artists School is to either feature successful students or to picture the 12 "famous artists" who make up the faculty—Albert Dorne, Fred Ludekens, Norman Rockwell, Al Parker, Ben Stahl, Harold Von Schmidt, Stevan Dohanos, Jon Whitcomb, Robert Fawcett, Peter Heck, Dong Kingman and Austin Briggs.*

McG-H Boosts Emery to Publication Unit Ad Post

John R. Emery has been named assistant to the director of advertising sales of the publications division of McGraw-Hill Publishing Co., New York. Mr. Emery joined the company in 1957 as New York district manager of *Chemical Engineering*. He was president of the New York Dotted Line Club from 1958 to 1960.

He assumes duties relinquished last month by William D. Lanier Jr., who had been assistant vp and assistant director of advertising sales. Mr. Lanier was named to the position July 1, but later in the month was named advertising sales manager of *Product Engineering*.

2 New Orleans Agencies Merge

Two New Orleans agencies—Mid-South Advertising and Bruce R. Hoefer Advertising—have merged, and the combined agency will retain the Mid-South name. Bruce Hoefer has joined Mid-South as exec vp and general manager. Billings of the new agency will reach about $500,000 in the next 12 months, the agency said. Offices are located in the National Bank of Commerce Bldg.

WHO BUYS INSTANT COFFEE IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: INSTANT COFFEE **TOTAL HOUSEHOLDS: 517,900**
USER HOUSEHOLDS: 47.6% (246,520)

CHARACTERISTIC	INSTANT COFFEE USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	39.4%	21%	23%	14%
$3000 - $4999	46.7	32	34	19
$5000 - $6999	50.0	45	39	22
$7000 or more	56.1	59	47	17
AGE (Head of Household)				
Less than 35	45.2%	37%	36%	14%
35 to 50	47.3	39	34	20
50 or more	50.3	36	37	20
FAMILY SIZE				
1 or 2	47.3%	36%	36%	17%
3 or 4	49.0	41	37	20
5 or more	45.6	35	33	18
OCCUPATION				
White Collar	49.2%	49%	42%	20%
Blue Collar, Skilled	50.0	35	35	22
Unskilled & Farm	39.8	28	27	9
Other	48.8	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

Nearly 48% of the 517,900 families who make up the Houston market buy instant coffee . . . and to folks who sell flavor and aroma in a jar, that's a jugfull of java.

But numbers alone are only one measure of a market.

The real composition of a market for a particular product and brand is a blend of many underlying characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells coffee blenders that folks who brew their coffee instantly in the Houston market tend to have higher incomes, fall into the middle and older age brackets, are members of medium sized family groups and are "white collar" families.

It also tells advertisers that the same characteristics that apply to instant coffee users apply to readers of THE HOUSTON POST.

Whether you're selling instant coffee or insecticides, peanut butter or popcorn, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

PHOTOGRAPHIC REVIEW

Bement Eppler Melton

LEG UP—*All was not business at the Sunbeam shaver division sales meeting in Chicago, as can be seen in this picture taken at a cocktail party during the meeting. Bravely attempting not to be distracted by Judy Bement's rendition of the Charleston (she's an entertainer at the Happy Medium in Chicago) are Bob Eppler, vp, Foote, Cone & Belding, and B. H. Melton, general manager of the shaver division.*

Sanders Anich Brebner Squibb Malcoff Slapack Mackay

CONCERTINA FANS—*The center of attention here is a 12-page multi-product insert in the August Reader's Digest sponsored by ten Canadian companies in the home products field. The products advertised will also be seen in a home exhibit at the Canadian National Exhibition. The 12-page concertina-fold ad appears in English and French-language editions of the Digest. Examining the insert are R. E. Sanders, MacLaren Advertising; Militza Anich, Dominion Linoleum; Walter Brebner, Crane Ltd.; C. A. Squibb, Foster Advertising; G. Malcoff, Fleetwood Radio & TV; S. Slapack, Advertising Associates; and Doug Mackay, Cockfield, Brown & Co. All are in Montreal.*

Darcel Hunter Hoffman

Langbort

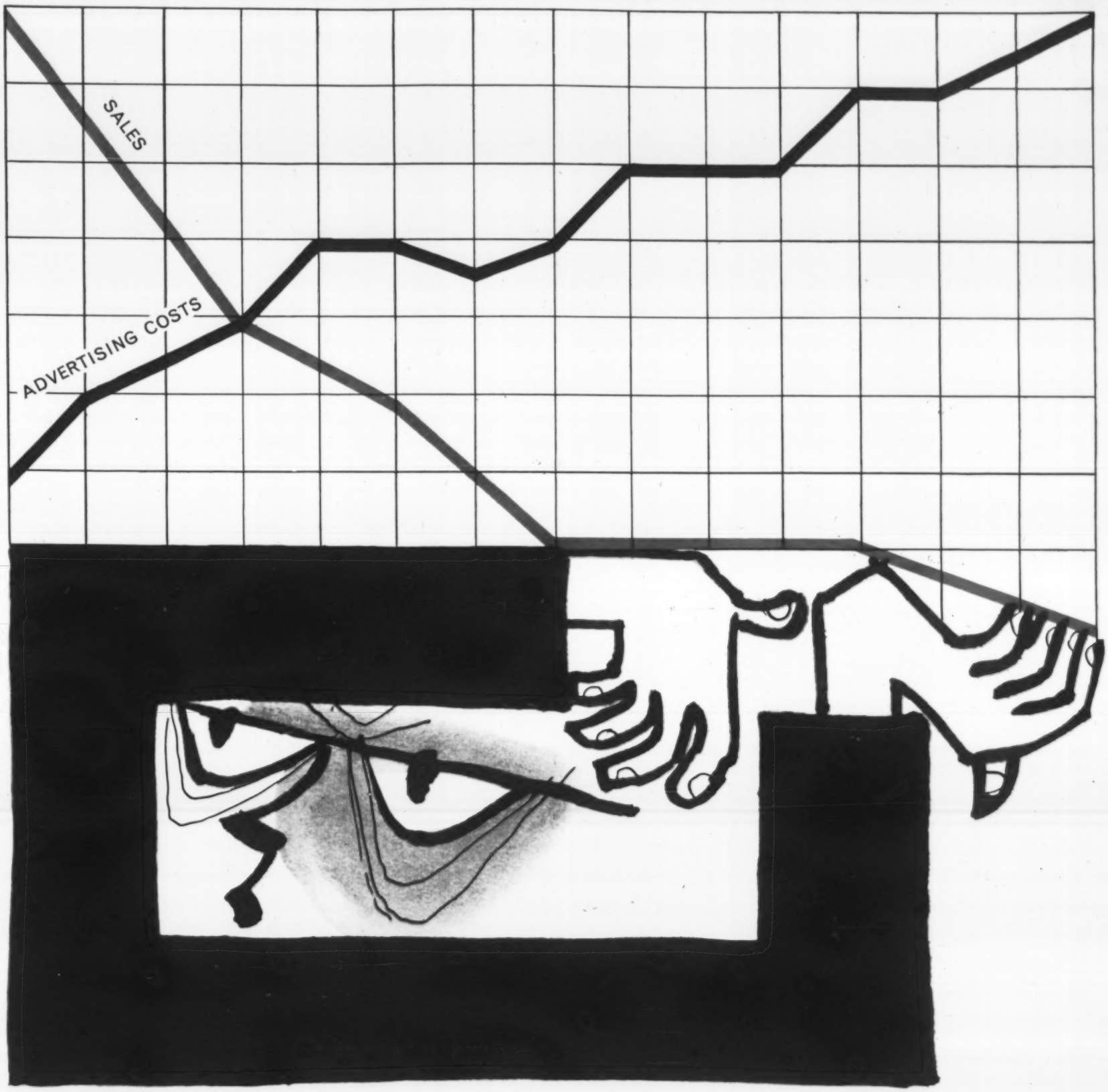
LaMarca Hamby

BIG TV BASH—*Top door prize winner at the lavish cocktail party Television Advertising Representatives staged recently in New York was Jim Hunter, Dancer-Fitzgerald-Sample, who received a jet plane ticket for two to Paris. Sharing his pleasure are actress Denise Darcel, who drew his name out of the bowl, and TvAR's Robert Hoffman. Young & Rubicam's Polly Langbort seems equally happy with the small appliance she won. In a corner of the ballroom Jim LaMarca of Ted Bates & Co. looks as though he might have been asking palmist Helen Hamby how business will be this fall. The occasion: To celebrate the addition of WTOP-TV, Washington; WBTV, Charlotte, and WJXT, Jacksonville, to Television Advertising Representatives' station list.*

TOPSY TURVY—*A series of 13 b&w pages start in the Aug. 19 New Yorker, showing Gamin shoes photographed sole up, with their toes in the sand, and other unorthodox shots. Gilbert Advertising, agency for Andrew Geller stores where Gamins are sold, is handling.*

FASHION LINE-UP—*Concord Fabrics Co., New York, chains the fashion to its fabrics in color pages in Mademoiselle and Seventeen in August and September, using the "Gets the goods on her" theme. Gilbert Advertising is the agency.*

THINK PIECE—*Best Foods' Skippy peanut butter will employ this combination animated-live action commercial in its major markets. Except for background music, the commercial is soundless. Guild, Bascom & Bonfigli, San Francisco, is the agency.*



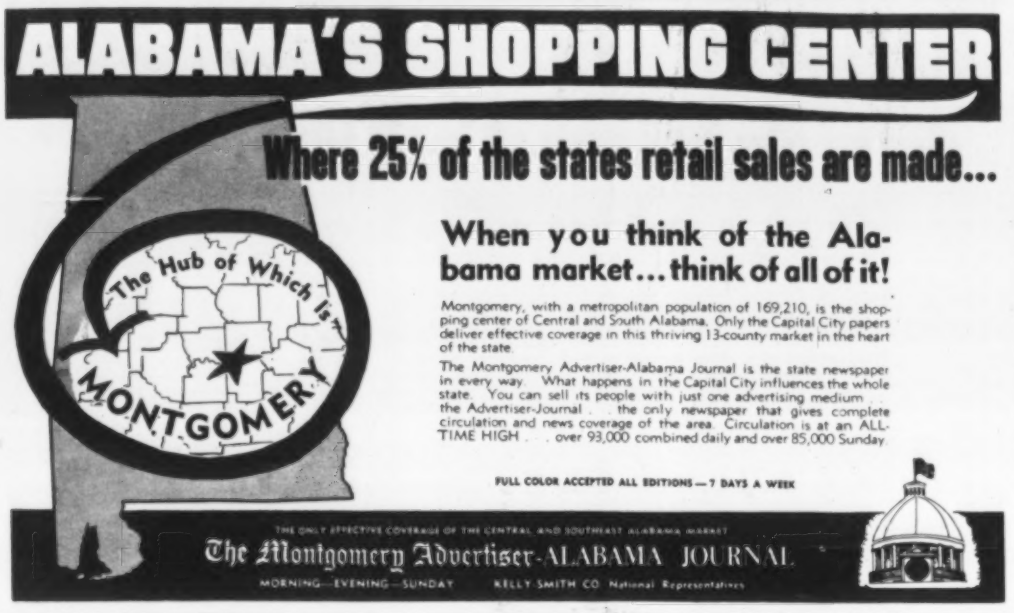
Avoid misappropaphobia*

Trust Taft AND ABC to deliver the largest audiences in four great markets.

Cincinnati	Columbus	Birmingham	Lexington
WKRC	WTVN	WBRC	WKYT
TV	TV	TV	TV
am	am	am	
fm	fm	fm	

PROGRESS Taft PUBLIC TRUST

**Nauseating gnaw in pit of stomach from misappropriation of advertising dollars.*


ALABAMA'S SHOPPING CENTER
Where 25% of the states retail sales are made...
The Hub of Which Is
MONTGOMERY
When you think of the Alabama market... think of all of it!
Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state.
The Montgomery Advertiser-Alabama Journal is the state newspaper in every way. What happens in the Capital City influences the whole state. You can sell its people with just one advertising medium . . . the Advertiser-Journal . . . the only newspaper that gives complete circulation and news coverage of the area. Circulation is at an ALL-TIME HIGH . . . over 93,000 combined daily and over 85,000 Sunday.
FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK
THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser-ALABAMA JOURNAL
MORNING—EVENING—SUNDAY KELLY-SMITH CO. National Representatives

'Grit' Offers Special Rates

Grit, weekly newspaper, will offer reduced rates to advertisers for three special "Christmas Gift Stocking" pull-out sections. The special rates are for three-time ads only in the Oct. 22, Nov. 5 and Nov. 19 issues. Following are the reduced rates: Three 1,000-line or full-page ads reduced to $10,950 from $12,000; three 500-line or half page ads to $5,550 from $6,150; and three 50-line ads to $555 from $615.

Prestone TV Budget Doubled

Union Carbide Consumer Products Co. will double its 1961 tv investment for Prestone spray de-icer this fall, using 30- and 60-second spots on seven ABC-TV and NBC-TV shows. This is four more shows than last year, when the product was introduced. Price of the de-icer has been slashed from $1.85 to $1.19. William Esty Co. is the agency.

MAPPED OUT—*American Petroleum Institute is running this ad, promoting one-day automobile trips, in the Seattle Times and five other newspapers around the country. A small cut-out map shows routes for a one-day scenic drive around the area.*

Petroleum Institute Sets Test in Dailies Boosting Auto Travel

NEW YORK, Aug. 15—American Petroleum Institute has begun a test in 10 cities to determine whether promotion of one-day trips can boost consumption of gasoline, at a time when the industry is plagued with excess capacity and price wars.

The test pairs up two similar cities. In one, advertising is used; in the other it is not. The advertising—in newspapers—bears the theme, "See America best . . . by car." On the West Coast, Seattle carries advertising boosting one-day auto excursions; it is tested with Portland, which does not. Sacramento, with advertising, is paired with Fresno.

Standard Oil of California reports that the campaign has scheduled six different ads to run through early fall. Total billing for the drive is reported at $443,000.

J. Walter Thompson, New York, handles the account. #

Campbell Named Sales Head of 'Toronto Globe & Mail'

Robert W. Campbell, director of advertising for the *Toronto Globe & Mail* since 1959, has been appointed director of sales and promotion for the newspaper. Mr. Campbell joined the *Globe & Mail* in 1945 as a retail ad salesman, just after his discharge from the Royal Canadian Air Force.

Robert W. Campbell

He was named retail ad manager in 1953, and was appointed assistant advertising manager in 1955.

P&G Wins Injunction

Procter & Gamble Co., Cincinnati, has obtained a federal court decree prohibiting the Stephen Marshall Contest Service of New York from selling "answers" to P&G contests. The court ruled that selling contest answers was "an unlawful interference" with P&G business.

Boorom Joins Media Broker

Warren J. Boorom has resigned as director of advertising and promotion of MetroMedia Inc., Washington, and has joined the Washington office of Hamilton-Landis, media broker.

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If it interests this special engineering mind...

Master mask (above) controls illumination pattern projected on a photoconductor matrix which forms logical interconnections in a self-repairing computer.

it's in electronics:

In a single day, an electronics engineer may face problems in research, design, production or management; he may work in any one or all four areas. Only **electronics** magazine has the editorial staff that constantly scours the nation and the globe to report authoritative engineering information in all four areas. Sell the electronics industry alongside the nation's leading manufacturers; advertise to the *interested* OEM engineering audience that reads **electronics.**

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

Mobil's Travel Guide Sales Near 1,000,000

Promotion Builds Mobil Sales Among Tourists, Patrons of Bookstores

NEW YORK, Aug. 16—A $1 travel guide which has "outsold every book on best seller lists where it's been offered" has been racking up some extra promotional mileage for Mobil Oil Co.

The guide, published for four regions—the Northeast, the Great Lakes, California-Nevada and the Southwest—was published by Mobil to pump up its estimated 8% share of market via "direct appeal" to tourists. Travelers, Mobil reported, have accounted for 18% of the gross domestic gasoline gallonage, and "this figure is mushrooming all the time."

Oren Oleson, advertising program manager of Mobil, who has been riding herd on the guides since their inception in 1958, said the industry considers tourism "the most rapidly expanding portion of service station business, generally." Accordingly, the guides were launched by Mobil as "traffic builders." Nearly 1,000,000 have been sold to date.

■ Each one lists food, lodging and sightseeing highlights of its area; each runs to about 500 pages. Some 2,500 establishments were inspected and rated (from "unusually good" to "outstanding"). The Mobil books also provide street maps of all major cities; city and state histories; radio and tv stations; sports events and summer theaters; and accommodations for pets.

Mr. Oleson explained that Simon & Schuster does the publishing, while Mobil provides the subsidy.

"Mobil does not interfere with the selection of tourist places or the ratings they get," he said, adding that this job was left up to a "national committee of consultants."

The committee consists of Clementine Paddleford, food writer and restaurant reporter of the *New York Herald Tribune;* Ted Patrick, editor and publisher of *Holiday;* Lucius Beebe and Silas Spitzer, of food and restaurant-sampling renown; and Alden and Marion Stevens, a New Jersey couple who have acted as travel field consultants.

■ The object has been to turn out a guide patterned after France's famous "Guide Michelin," said Mr. Oleson. "We hope to achieve the same measure of reliability and authority. 'Guide Michelin' is a 'must' in Europe."

Although a hotel or motel operator "doesn't have to be in the guide unless he wants to," Mr. Oleson termed its rating system "the guide's unique selling proposition." (He borrowed the phrase from "Reality in Advertising," the book by Rosser Reeves, chairman of Ted Bates & Co., Mobil's agency.)

(Most of the ads for the 1961 Mobil guide were prepared by Compton Advertising, the previous agency. Bates was in on some smaller ads at the end.)

■ Continued Mr. Oleson: "Hotel and motel owners were a little skeptical at first. Then, after the first year they began getting enthusiastic. Now everybody wants 'in'."

On the dealer level (Mobil has 25,000), the company has reported "great enthusiasm." Each service station can order as many guides as it wants at $18.72 a carton, which contains 24 guides. This figures out to 78¢ a book.

Although Mobil "doesn't try to force" dealers to carry the guides, it has a heavy sales promotion going to encourage stations to get "some of the new faces" in the tourist picture. Mobil's story is that the vacation-bound motorist is the "prospect for the big ticket sale"—"the best chance you'll get to sell an oil change, lubrication, tires, batteries and accessories."

■ "When a guy walks in and asks for a Mobil travel guide," Mr. Oleson said, "we figure he's got a great big neon sign on him. If a station's aggressive, the guide opens the door to nail down the potential customer—for a good, sound purchase."

Mobil has been merchandising this year's six-month push to dealers ("if you don't make it in this period of time, you've had it") via a large four-color, eight-page mailing piece die-cut in the shape of a suitcase. It's titled "1961 Summer Traffic Building Kit," and it thoroughly details this year's $300,000 advertising and promotion campaign keyed to the guides.

The drive started last May with four-color roto pages in four major markets. These were bolstered by 1,000-line b&w ads in 130 newspapers in large cities. These are being followed by two different 240-line insertions run throughout the summer. Each of the 130 dailies gets a total of seven ads.

■ Mobil has plugged the guide in four colors on the back covers of 7,000,000 of its road maps. "But the biggest new dimension has been opened on the credit card

Now at Mobil Dealers...
THE ONLY GUIDE TO RATE TOURIST ACCOMMODATIONS IN THE GREAT LAKES STATES!
1961 MOBIL TRAVEL GUIDE
TRAVEL GUIDES
only $1.00
Mobil

TRAVEL GUIDE—*Mobil is using color ads like this to promote its regional travel guides.*

side," said Mr. Oleson. "First, we regularly promote the guide by direct mail to our 2,500,000 credit card holders. Second, Mobil also encloses a credit application with each guide—regardless of where it's sold."

He explained that, besides regular distribution via dealers, Mobil gets a "bonus exposure" through Simon & Schuster's distribution. "As a result, Mobil guides wind up being sold in supermarkets, drug stores, book stores, airline terminals and in the listed hotels and motels. It gets our trademark into outlets that oil companies don't usually get into."

■ Mr. Oleson said Mobil also has been tucking a questionnaire inside each book, asking things like, "Do you own or drive a car?" "What brand of gasoline do you buy most frequently?" "Would you say you are a regular customer of the station where you purchased the travel guide?" and "How did the book come to your attention?"

He said Mobil has found that in the case of those who bought guides at Mobil stations, four out of ten had been using competitive gasoline; for Simon & Schuster outlets, the figure was six out of ten.

"About 90% liked the guide," he said. "Usually people are quick to throw bricks when it comes to book reviews."

Mobil said it was going to use reactions to help plan its next annual regional editions.

■ Mobil's first guide bowed in 1958, in the six-state southwest area. Sales during a two-year test there hit 90,000 ("not a world beater, but a sellout—40,000 through our stations and the rest through Simon & Schuster").

In 1960 Mobil revised the Southwest book, and launched a seven-state Northeast entry. Distribution went like this: Northeast, 90,000 through stations and 120,000 through S&S; Southwest, 35,000 in each channel.

Mr. Oleson labeled 1961 "very promising," with an 80% sellout on Aug. 1. Counting Simon & Schuster's distribution, the cumulative total since 1958 is close to 1,000,000—with more than 600,000 so far in 1961. Next year the company expects to boost its guide editions to six. In 1963 it expects to add a Southeast book—where Mobil doesn't market—covering Florida, Georgia, Mississippi, North and South Carolina and Tennessee.

■ "Eventually we'd like to build the Mobil guide to around 1,000,000 copies a year. One help has been the metal island display rack which attaches to the light pole on the 'pump islands' of our stations," Mr. Oleson said. The unit has been offered free to dealers in addition to a self-selling red Day-Glo carton holding 24 guides—21 of which are wrapped in polyethylene.

Mr. Oleson made a strong point of how Mobil views its guide operation: "It's not in the same light as premiums offered by other oil companies. We believe Mobil gas is very relevant to our promotional product, namely, the guide. And, if the guide provides a boon to the motorist, there's the positive after-effect. In other words, the product idea stays."

Mobil Oil Co. is an outgrowth of the splintering in 1911 of the old Standard Oil Co. into 34 separate companies. One of these was Standard Oil Co. of New York. This merged in 1931 with Vacuum Oil Co. to form Socony-Vacuum Oil Co., and about a year later the Mobil brand bowed. In 1955 the company took on the name of Socony Mobil Oil Co., and in 1959 it created Mobil Oil Co. as the chief operating division for the U.S. and Canada. Thus, in offering its line of guide books to roving Americans, the company has been able to draw on a brand name that has been around nationally for some years. #

Lysol Ltd. to MacManus

The Lysol division of Lehn & Fink Ltd., Toronto, has switched its advertising account from Spitzer, Mills & Bates to MacManus, John & Adams of Canada. Lysol, which had been handled by Spitzer, Mills for 22 years, reportedly has been billing between $30,000 and $50,000.

Aerospace Book Changes Name

Chilton Co. will change the title of its aerospace magazine from *Aircraft & Missiles* to *Aerospace Management*, effective with the August issue. The decision to change the publication's name was based on an eight-month editorial research program, and a census of the aerospace industry.

Platt Williams Hayes

CUPPERS—*David B. Williams, president, and John D. Hayes, vp and director of the international division of Erwin Wasey, Ruthrauff & Ryan, discuss the monster coffee cup with June Platt of England, who was recently named Coffee Queen of Great Britain. She won out over 12,000 entrants in the contest sponsored by Woman's Mirror and the Coffee Information Bureau, an EWRR-London client. Miss Platt came to New York as a guest of the Pan-American Coffee Bureau.*

Package Convenience Helps Buyer Choose Among Brands, Study Reveals

CHICAGO, Aug. 15—Packaging plays an important role in the consumer's buying decision and the convenience or inconvenience experienced with a package can determine which brand is bought, according to a study conducted for Chicago Printed String Co., 2300 Logan Blvd., which makes tying and wrapping materials for consumer and industrial use.

The elements the buyer looks for in a package, in order of importance, are ease of storage, ease of opening, ease of closing, durability, size and shape, attractiveness, and legibility, according to the study.

The study was made for Chicago Printed String by Market Facts, which conducted a series of five "focused depth" group interviews in the Chicago and St. Louis areas, primarily among the upper-middle social and economic groups. Some 37 people were interviewed in this manner. Further, 307 mass interviews were conducted—on a random sampling basis—in Seattle, Cincinnati, Philadelphia, St. Louis and Kokomo, Ind. These were done by mail and personal contact. About one-third of the interviews were with men.

■ While packaging was rated by only 12% of the interviewees as "very important" in their decisions on what product to buy, some 63% rated it as "somewhat important," and 25% did not consider it of any importance. (Advertising was rated by 21% as important in the buying decision and by 44% as "somewhat important." Also, advertising was rated as unimportant in the buying decision by 35%.)

The study indicated that where products begin to seem similar, the packaging becomes an increasingly important factor in brand choices.

Women are the most involved with packaging, the study indicated, and their answers showed that they are chiefly irritated with packages which offer more trouble in handling than their function in a household warrants.

■ About 38% of the women think most modern packages are too hard to open (35% of their husbands feel the same way); and 69% complain about the inability to reclose them effectively (as against 57% of the husbands).

Size of the package is also a source of complaint. About 27% of the women and 21% of the men think packages too tall; 25% of women and 19% of men say they are too hard to store; 17% of the housewives and 24% of the husbands think them too large, and lacking variety in size; and 10% of the women and 9% of the men say the packages tip too easily.

■ Packages which are glued shut or stapled, and plastic bags and cardboard boxes are the most unpopular containers among all respondents.

The most popular types of openings are pull-tapes, spouts, perforated, and cellophane taped packages, in that order.

Types of products which are considered to come in difficult-to-open packages, in order, are detergents; frozen foods (especially strawberries); mail order records and books; household items and hardware; cake, waffle and pancake mixes; cereal; flour and sugar; crackers; cosmetics in bulk; beer (six pack); vegetables and other foods in plastic bags.

■ Easy-to-open packages listed (in order) are pull-tab cleansers and detergents; cereals; all canned goods; gum; pour spout boxes; milk; frozen foods (vegetables, juices); cigarets; candy; bread and rolls; beer; clothing boxes (shirts, dresses, etc.).

Some respondents also indicated they are willing to pay a little extra for a device on the package (such as a pull-tape) which would make it easier to open. When asked how much more they would be willing to pay on a 39¢ item, 3% said 5¢ or more; 6% said 3-4¢; 32% said 1-2¢; and 59% said nothing.

Reusable packages also added value to the product: 61% said they have bought a particular brand mainly because the container could be used later for some other purpose. #

Drexel Promotes Brunn

David J. Brunn, vp and director of merchandising of Drexel Furniture Co., Drexel, N.C., has been promoted to vp and director of marketing of the company—a new position.

Important Advertising belongs in TIME...
America's Most Important Magazine

TIME

THE WEEKLY NEWSMAGAIN

White House Economist
WALTER W. HELLER

U. S. Financial Analysts have again voted TIME the Most Important Magazine in America*

And their own personal favorite. Not just for the news of business and banking—but for TIME's incisive coverage of the whole world's week. For TIME is many magazines in one (Business, The World, Education, Science, Books). It is read cover-to-cover by important and influential people in every field. Isn't that why TIME is the important and essential buy for any advertiser who has something important to say and to sell?

*Your TIME representative will be glad to show you a copy of the new series of surveys on the reading preferences of America's Most Important People.

Why is it always the EXAMINER?

People meet. They talk of sports or politics—recipes or bridge hands and what the Examiner said!

They use the authority of the Examiner to settle arguments. They choose their entertainment, the furnishings for their homes and even the food they eat from the recommendations of Examiner editors.

Do you ask "why is it always the Examiner?". Because San Francisco Believes in the Examiner . . . and with good reason.

The Examiner is no ordinary newspaper. It was the first great newspaper on the West Coast. It pioneered, created, innovated and set the pattern that influenced much of the best that is general practice today in good newspapers across the Nation. Currently and through the years it has made a fetish of good writing and is staffed with writers and editors who have garnered national acclaim and more prizes and applause than any other northern California newspaper.

No other northern California newspaper offers the breadth or depth of authoritative coverage on such a variety of interests, nor so vigilantly champions the welfare of the community. It is respected for its editorial integrity and for the believability of all that appears in its columns.

Whatever else is built into advertising the results rest on

BELIEVABILITY

Perhaps this is why "It is always the Examiner!" and the reason more advertisers, Retail, National and Classified find the Examiner is the most profitable way to move merchandise in the San Francisco market.

San Francisco **BELIEVES** in the

EXAMINER

Tells You More—Says It Better!

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

For the First 7 Months of 1961

The San Francisco

EXAMINER

carried a total of

19,915,759

Lines of Advertising

4,445,000 MORE Lines Then The Chronicle

12,791,000 MORE Lines Than The News-Call Bulletin

Advertisers who know the market best use the

EXAMINER

Tells You More . . . Says It Better!

*Source: Media Records

Does not include American Weekly, Puck, The Comic Weekly, This Week, Comics or Legal Advertising.

House of Koshu Sets Drive

House of Koshu, Beverly Hills, Cal., will launch a magazine push in October for its two Japanese liqueurs, O-Cha green tea liqueur, and Su-Mi-Re Japanese liqueur. Two-color ads are scheduled for *Diner's Club Magazine*, *Gourmet*, *Harper's Bazaar* and *Holiday*, and b&w ads will run in *Cue*. Weinberg Advertising Co., Los Angeles, is the agency.

NEW YORK PREMIUM SHOW

will be held at

N.Y. COLISEUM

Sept. 25 thru 28

Sponsored by the Premium Adv. Assoc.

You'll find . . .

- New Premium Ideas.
- New Creative Merchandising Concepts.
- Over 400 exhibits of America's most respected brand names.

FOR YOUR ADMITTANCE BADGE WRITE:

ARTHUR TARSHIS ASSOCIATES INC.
Show Management
12 W. 72nd St., New York 23, N. Y.

Wellman Begins Campaign

S. K. Wellman, Bedford, O., has begun an advertising and promotional program, featuring its Velvetouch, Velvetouch Feramic and Velvetouch Metalik products. The drive utilizes 21 trade publications and various merchandising media. Palm & Patterson, Cleveland, is the agency.

Merges with Jones, Brakeley

Stimson Associates, public relations organization specializing in the educational field, has become a division of Jones, Brakeley & Rockwell, New York, public relations and advertising agency.

'Institutions' to Get New Page Size, Type, Production Methods

CHICAGO, Aug. 15—*Institutions*, which has maintained the same format since its founding in 1937, will adopt a new look with its January, '62, issue.

The old tabloid format of 12x15" will be reduced to 9 3/16x12¼", with two-column and three-column pages. The standard page ad size will be 7x10".

Domestic Engineering Co., publisher of *Institutions*, said that the new format will result in a 300% increase in full editorial pages, more full-color illustrations, shorter reading time and improved graphics, including new headline and body type faces.

■ *Institutions* also will switch from letterpress to offset printing. Space rates will remain the same, and furnished insert rates will be even more favorable because of a change in binding methods, the magazine said.

The publication officially announced the new format yesterday via a color slide presentation at a luncheon for advertisers and agencies. The decision to change was made following a research study in ten major cities conducted by John T. Fosdick Associates. #

Robertson Camera Sets '62 Push

Robertson Photo-Mechanix Inc., Chicago, manufacturer of processing cameras and reproduction equipment, will concentrate its 1961-62 ad program in 11 trade publications and the midwestern edition of the *Wall Street Journal*. Ads will feature straight product description under the headline theme, "More Robertson cameras are in use today than any other make." Ross Llewellyn Inc., Chicago, is the agency.

FAREWELL, AMERICAN—*Doyle Dane Bernbach Inc. succeeded Young & Rubicam on the American Airlines account, effective Aug. 15; Y&R, going out in a blaze of glory, shifted gears radically to run this full page in newspapers across the country on the termination date, Aug. 15.*

Newspaper R.O.P. Color Use Up 7.6% in First Half of '61

NEW YORK, Aug. 15—Newspaper r.o.p. color advertising gained 7.6% for the first six months of 1961, compared with the same period last year. Linage increased from 85,000,000 to a record 91,400,000.

June chalked up its highest mark thus far, going from 16,500,000 lines to 17,700,000. Retail r.o.p. volume, after falling off in May, rebounded in June with a 6.5% boost of 409,000 lines, to 6,600,000. The *Fort Worth Star-Telegram*, with 119,235 retail r.o.p. lines in June, paced the newspaper pack. The *Miami Herald* was second, followed by the *Rockford Star*, the *Omaha World-Herald* and the *Nashville Tennessean*. For the six months, retail r.o.p. was ahead 7.3%, rising from 37,600,000 to 40,300,000 lines. (1960 was retail r.o.p.'s best year, with 81,700,000 lines, of which 44,100,000 came in the second half.)

The figures were compiled by Media Records for R. Hoe & Co. from measurements of more than 400 newspapers in more than 140 cities.

■ General r.o.p. volume in June soared 22.7%, via a 1,496,760-line increase to 8,104,033 lines. In the first six months, general was up 17.2%, with a 36,854,211-line total—5,411,911 more than in 1960.

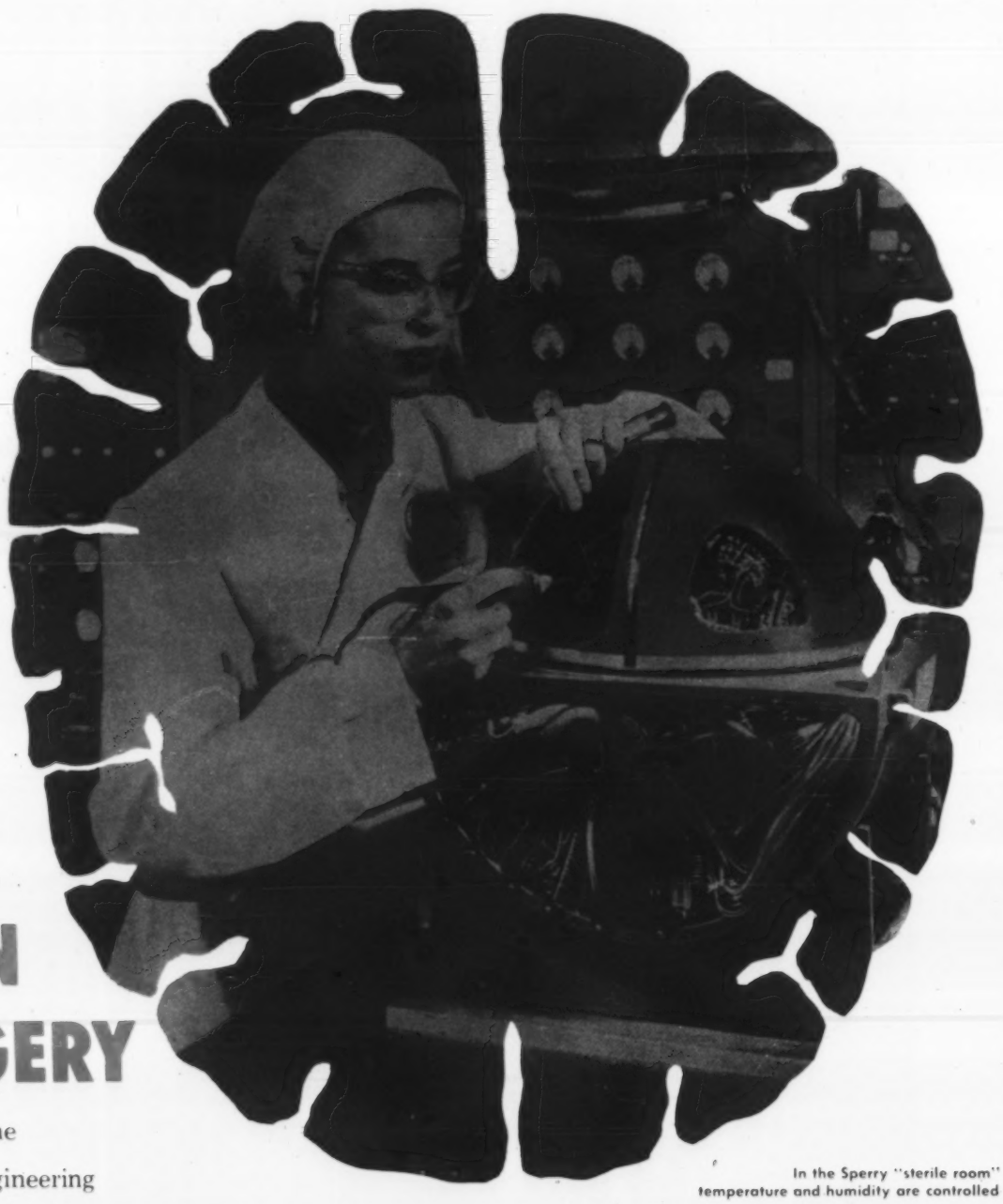
The newspaper leader in total r.o.p. was the *Los Angeles Times*, with 1,421,679 lines in the first half, for a 10.2% increase. The former pace setter, the *Milwaukee Journal*, fell to second, via a 28.4% decrease, to 1,390,000 lines. These were trailed by the *Miami Herald*, with 1,100,241; the *Columbus Dispatch*, 997,185; and the *Nashville Tennessean*, 995,885.

Cigarets resumed top category rank in June, with 1,493,770 lines. Dairy products ranked second, with 744,631, followed by beers, with 680,536; meats and fish, 650,321; and gasolines and oils, with 644,445.

Among individual brand r.o.p. users in June, Viceroy led the way, with 666,096 lines, followed by Quaker's Life cereal, 355,956; American Oil Co., 316,206; L&M cigarets, 309,230; and Winston, 304,073. #

Toby Clark Office Moves

Toby Clark Agency, placement service for advertising and tv personnel, has moved to larger offices at 19 E. 48th St., New York.



BRAIN SURGERY

In the Sperry "sterile room" temperature and humidity are controlled

A technician of the Sperry-Utah Engineering Laboratory, division of Sperry-Rand, works on the brain of a missile in plant offices in Salt Lake City. Within a 65-mile radius of Salt Lake are Thiokol Chemical Corporation, Hercules Powder Chemical Propulsion Division, Marquardt Corporation, and Boeing, all producing missiles for the space age. They have thousands of workers and huge payrolls. This is why we say, take Salt Lake. It's a market of 1½ million persons served and sold by **The Salt Lake Tribune-Deseret News and Telegram**

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Better Homes and Gardens
Save these ideas
make a meal for 4 for a dollar
DOLLAR DINNERS
made easy with DAIRY FOODS!
AMERICAN DAIRY ASSOCIATION

Look what happened when American Dairy Assn. ran their "Dollar Dinners" promotion in B.H.&G.*

This 16-page recipe booklet advertisement ran in the February, 1961 issue of BH&G. It featured "Dollar Dinners made easy with Dairy Foods." Then Big Things started happening . . . in supermarkets, and with consumer-ACTION! An estimated *10,000* big volume food stores and dairy outlets tied in across the nation. Nothing succeeds like a good promotion *idea* in America's Family *Idea* Magazine—BH&G!

Women went for "Dollar Dinners" in a big way!

- *82%* of all women interviewed recalled having seen the advertisement.
- *38%* of all women interviewed said they, or some member of the family, had clipped or torn out the recipe booklet. *21%* still intend to clip or tear out the booklet but had not done so when interviewed.

NOTE: Timing of interviews averaged about 2½ weeks after publication of this issue.

FIELD WORK: Universal Marketing Research, an Affiliate of Alfred Politz Research, Inc.

TABULATION: Meredith Research Div., Meredith Publishing Co.

*MORAL: *Think bright (think BH&G) when you want to generate PROMOTION POWER!*

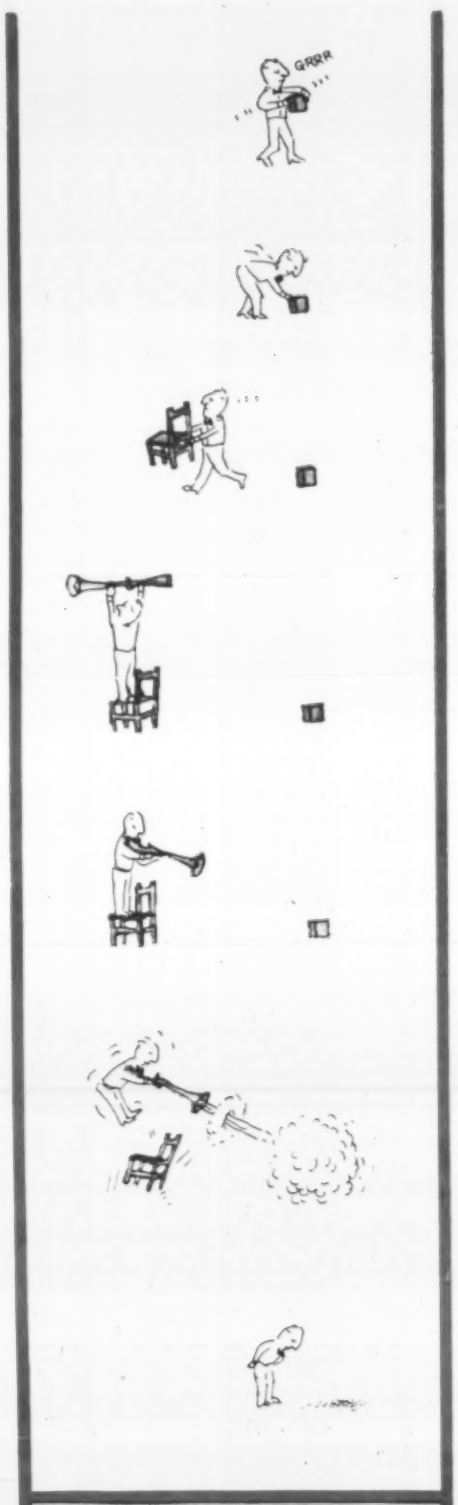
Nothing succeeds like sales success!

"The annual Dollar Dinners promotion, which was spearheaded by BETTER HOMES & GARDENS in February, 1961, was one of the most successful magazine promotions ever launched by the AMERICAN DAIRY ASSOCIATION."

W. E. Rehmann, Promotional Director
AMERICAN DAIRY ASSOCIATION

MEREDITH OF DES MOINES

... America's biggest publisher of ideas for today's living and tomorrow's plans



almost any package is easier to open with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Pre-Wraps to Displace Decanters in National Distillers' Big Yule Drive

Only Old Grand-Dad to Have Decanter; Pack Is 'On Way Out': Glasser

NEW YORK, Aug. 15—National Distillers Products Co. plans a major shift in its promotion strategy for the final quarter.

While the company's advertising investment will be "the most extensive and expensive" in its history, it has cut its list of holiday gift decanters from last year's total of three to a single design for its Old Grand-Dad bottled-in-bond bourbon. At the same time, National will go heavily into pre-wraps, and the Christmas season packaging line will offer over three dozen pre-wrap variations.

Last year National used three decanters—for Old Grand-Dad, Old Taylor and Partner's Choice. This year, signs are that the industry is "swinging away from the decanter," according to Jack Glasser, manager of trade relations. National "checked this very carefully" and moved to pre-wraps across the board.

■ Old Grand-Dad advertising this fall will be built around the theme, "Best of the season." It will feature the bust of Old Grand-Dad and the holiday gift packaging.

Handled by Kudner Agency, magazine ads will use a gold-on-gold setting in both four-color pages and spreads. Headline will be, "No other gift says 'Best of the season' quite so well," a repeat of its 1960 head. Magazines on the schedule are *Cue, Esquire, Life, Playboy, Sports Illustrated, The New Yorker, The Saturday Evening Post,* and *Time.*

In newspapers, Old Grand-Dad will use r.o.p. color for the first time, as well as b&w. The theme will be, "Give the gift that says 'Best of the season.' "

The magazine list will be shared by the other two brands in National's big three—Old Crow and Old Taylor. For the first time, Old Crow will offer a limited number of half-gallon gift pre-wraps.

■ Over the past few years, National has featured a china punch bowl in Old Crow ads. The bowl features the toast, "May you always have an eagle in your pocket, a turkey on your table, and Old Crow in your glass."

The Old Crow bowl ad has been scheduled for 538 newspapers, ranging from 1,200-line units down. In metropolitan markets, 75 newspapers will carry a four-color page.

In outdoor, Old Crow will display the bottle and pre-wrap in 37 markets on more than 500 panels.

Lawrence Fertig & Co. handles the brand.

■ Old Taylor will get roughly the same showing in magazines. In this medium, the brand will concentrate on still-life, four-color shots. In newspapers, the brand will continue last year's scratchboard art technique. R.o.p. color and b&w ads will feature a lantern motif gift package in a period setting.

Another Kudner brand, Partner's Choice, also will use magazines, newspapers and outdoor, with four-color trade ads. The art sticks to the charcoal technique developed for the brand.

NEW TECHNIQUE—*National Distillers will use a new process reproducing artwork in line form in newspaper color pages like this.*

The gift wrapping will also be a feature of Bellows advertising.

This is how the rest of the program shapes up:

• Gilbey's gin: Major magazines will carry ads showing Park Ave. at Christmas time. Newspapers will be used in big markets.

• Gilbey's vodka: The theme will be "Smart, smooth, spirited." Fletcher Richards, Calkins & Holden is the agency for Gilbey's brands.

• Vat 69 scotch whisky: Major magazines will feature a "holiday candle" motif. The theme will be "More than a scotch . . . a tradition . . . more than a gift . . . a tribute."

• Bourbon Deluxe: Its "pride and craftsmanship" theme will continue. Ads, prepared by Fletcher Richards, will feature the master distillers and two women at the bottling line. Scheduled for newspapers.

• PM: Ads will feature a sophisticated night and day scene of a big city. Copy will be a repeat of last year's holiday ad selling PM by the case. Fertig is the agency.

• Merito rum: The ad, scheduled for *Atlantic, Gourmet, Harper's, Holiday, Playboy* and *The New Yorker,* will include recipes of rum drinks. Fertig is the agency.

• DeKuyper cordials: four-color pages prepared by Fertig are scheduled for *Esquire, Holiday* and *The New Yorker.*

■ For the trade program, Kudner prepared a 32-page salesmen's brochure. In addition, 1,000,000 copies of a brand booklet for industrial accounts will be distributed.

Backbone of the trade campaign will be a tear-out eight-page booklet intended for reference. The four-color ads in the insert will review the gift packaging line. #

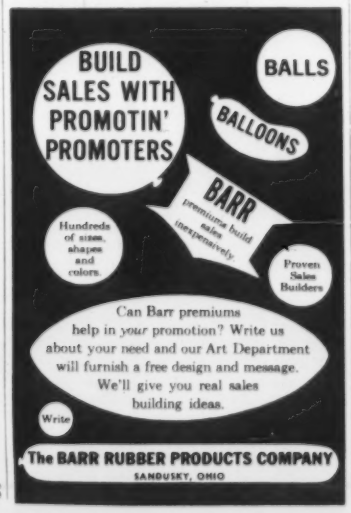
Give historic OLD CROW
—the bourbon more people prefer to any other

NOW A RECIPE—*This ad for Old Crow contains a recipe for the punch. It was included for the first time because of popular demand.*

Here's the Medium That Gets Results

In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
SCOLARO, MEEKER & SCOTT, Inc.
National Representatives


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively
Hundreds of sizes, shapes and colors
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Frito, H. W. Lay Officials Agree on Merger of Companies

Officials of Frito Co., Dallas, and H. W. Lay & Co., Atlanta, have agreed in principle on plans to consolidate the two companies under the name, Frito-Lay Inc., with headquarters in Dallas. The present combined sales of the two companies are more than $135,000,000.

The Lay company has been closely associated with the Frito organization since 1945, when it was granted an exclusive territorial franchise to manufacture and distribute Frito corn chips in the Southeast. Frito said that no agency change is contemplated. Liller, Neal, Battle & Lindsey, Atlanta, is Lay's agency; Tracy-Locke Co., Erwin Wasey, Ruthrauff & Ryan, Dancer-Fitzgerald-Sample and Otto & Abbs handle Frito's advertising.

Rome Joins J-F Productions

John C. Rome, formerly with National Telefilm Associates, has been named radio-tv director of J-F Productions, New York. This company was formed to handle specialized assignments for advertising agencies on a fee basis. Mr. Rome, who has worked for a number of ad agencies in the past, will act as a consultant on the purchase of broadcast time.

Okapi Names Leon VP

George D. Leon, formerly account executive, has been appointed vp in charge of accounts at Okapi Advertising, New York.

"Why the big meeting?"

"They're studying the new machine tool."

"I know. But why the President and 3 Vice Presidents...of Production, Engineering, and Purchasing?"

"All of them got into buying it."

"But each has a different point of view?"

"Sure. But each can appreciate the others', because each keeps up to date in the same way."

"How's that?"

"They all read the IRON AGE."

IRON AGE, a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

Your Sales Can Profit From

RADIO'S TOP NEEDS

. . . Promotion & Programming

By AL PETKER
President
A P Management Corp.

THERE have been many prejudices engendered in the radio-television business toward service companies such as our own Al Petker/Personality Scope. This was fully justified by the outcropping of many so-called "service" companies that did not live up to the true definition of service—"an act or means of supplying a general demand."

There were shady operations that never resulted in building up the industry, but simply took from it whatever they could get.

When we developed the Petker Plan formula, we dedicated ourselves to giving local radio the position and prestige it deserves—a position that network radio held prior to TV.

The proof of our success is in the fact that over 50% of AM radio stations use our service. This was accomplished despite opposition of people thinking negatively because of the poor reputation created by pseudo-service operations.

There are two vital services necessary for local radio: sales promotion and top-name programming. But both of these services are too costly for any single station or group of stations to develop for themselves.

In 1957, we created formulas to prove and build listenership. In 1959, we published the first Dee-Jay Grapevine (now the Radio Grapevine) which was an exchange of ideas from radio station personnel from all over the country. Each one assisted fellow broadcasters in upgrading and making radio work.

We've supplied millions of premium sales aids which have become invaluable in building good will among listeners and advertisers by keeping radio station call letters firmly in their sight and minds.

While the radio industry floundered for several years, trying to find itself, local stations realized they had the potential to take the lead and become a powerful medium. But two obstacles stood in their way—staff and budget limitations.

Our organization's function has been to overcome these obstacles and to bring it the tools of promotion and star programming that are developing its potential and making it climb steadily upward in listenership growth, sponsorship growth and profit growth.

The thousands of letters from station personnel that have crossed my desk in the last few years have helped us to develop our Celebrity Fives series of five-minute star programming, bringing local radio the glamour that network radio once had —and lost—and which is now reborn to make local radio stronger.

The biggest problem we faced in building our service organization was one of cost. We were not concerned with the problem of the stations in New York, Chicago or Los Angeles, but the thousands of stations that wanted to give their listeners the fun and entertainment radio held for them years ago.

How could we give all these valuable services to any station that wanted them? How could we produce and service shows with Eddie Cantor, George Raft, Maurice Chevalier, Jacques Bergerac, etc., when the average station or group of stations did not have enough money to finance this service and programming?

To conquer this problem and to act to supply the demand, we were forced to invent new ways of doing business with the minimum use of dollars. Companies like P. Lorillard, Bristol Myers, Dumas Milner and Montgomery Ward joined in the overall enterprise, which brought new and greater profits to everyone concerned and helped create the world's largest radio station service organization.

Only a limited number of advertisers can participate in the Petker Plan. To learn how you can profit greatly without disturbing your usual advertising program write to:

Al Petker, President
AP Management Corp.
328 South Beverly Drive
Beverly Hills, Calif.

NEW SOUPS—*Canadian Canners Ltd., Hamilton, Ont., is mailing retailers news of three new soups—minestrone, tomato noodle and bean—which it will introduce this fall. The mailing consists of a three-page ad, with inset message to the retailer, which will run in La Presse and Weekend Magazine starting Sept. 9. Shown here are Pages 2 and 3 of the ad. F. H. Hayhurst Co., Toronto, is the agency.*

FTC Probes Promotion by Drug Makers

New Mail Investigation Is Biggest Commission Has Ever Undertaken

WASHINGTON, Aug. 15—The drug manufacturing industry, already weary from congressional investigation, was enmeshed today in a Federal Trade Commission dragnet, which is expected to haul in a rich yield of information about promotional procedures for eight major classes of prescription drugs *(See "In Washington," AA, Aug. 14)*.

While FTC has nibbled at the drug industry in the past, the FTC's new investigate-by-mail movement into the drug industry is by far the most ambitious in the commission's history. It is designed to achieve complete coverage of the industry on points that were merely sampled when Chairman Paul Rand Dixon was serving as chief counsel for the Kefauver drug investigating committee.

The commission's seven-page questionnaire went to 37 major manufacturers. For each product, each manufacturer was instructed to provide sworn statements in 45 days covering such points as (1) types of advertising or promotional allowances; (2) types of service and facility; (3) the category of customers to whom extended and the methods of notifying customers as to their availability; (4) a copy of each advertisement which mentions or advises of the claimed therapeutic effect, symptomatic relief or of the side effect of prescription drugs and drug samples; (5) type and number of sales force (missionary and detail men, commission men, etc.), with short explanation of their respective duties; (6) samples of labels; (7) complete information on transactions with all customers in Los Angeles, New Orleans, Washington, Newark and Kansas City, Mo.; (8) sales volume for each product during 1960.

■ Product classes covered in the investigation are antibiotics, barbiturates, tranquilizers, hormones, antihistamines, vitamins, narcotics and sulfonamides.

In 1958, FTC's economic staff made a report on the antibiotics manufacturing industry which provided background information for the Kefauver committee. FTC also issued a complaint at that time against certain patent arrangements between drug companies.

In the absence of Chairman Dixon, Acting Chairman Robert T. Secrest said FTC has been informed that various industry concerns have granted favored purchasers better prices, allowances, discounts and services than competing customers, and have deceptively advertised their prescription drugs and drug products.

For example, he said, certain companies reportedly have given large drug chains unjustified price advantages over smaller, independent competitors, have exaggerated the therapeutic benefits of their prescription drugs, and have failed to reveal side effects.

■ "It is of paramount importance that we obtain the facts as rapidly as possible for the protection of law-abiding drug companies as well as the general public, which has such a personal interest in the industry due to the ever-increasing number of health-restoring drugs and their mounting cost," Commissioner Secrest said.

"However," he emphasized, "this investigation does not mean that the commission has reached any conclusion at this time as to the legality or illegality of a particular company's promotional activities or selling arrangements. Staff members will make a careful study of the information submitted and will then recommend appropriate action if it indicates a violation of laws administered by the FTC." #

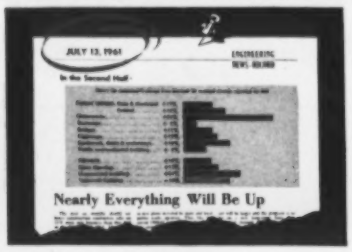
Heritage Representatives Opens Four New Offices

Heritage Representatives, a company which sells for 40 fm radio stations which use Heritage Music tape programming, has opened new offices in Detroit, Minneapolis, Boston and Atlanta and has announced a number of personnel changes. Heritage has had sales offices in Chicago, New York, Los Angeles, San Francisco and Seattle.

Managers of the new offices are Larry Gentile, Detroit; Bud Stitt, Minneapolis; J. Richard Turner, Boston; and Gene Glaine, Atlanta. Gil Bond, formerly with KAYO, Seattle, has been named sales manager for Heritage's Seattle office. Hal E. Chase has been appointed manager of the San Francisco office, and Jim Brassfield is the new Chicago office manager. Larry Krasner, who formerly was with Forjoe & Co. and KOL, Seattle, has been placed in charge of the Los Angeles office.

Collins Radio to Tracy-Locke

Tracy-Locke Co., Dallas, has been named to handle advertising for all divisions of Collins Radio Co., Cedar Rapids, Ia. The account, which has been billing between $750,000 and $1,000,000, formerly was split between Tracy-Locke; Don L. Baxter Inc., Dallas, and W. D. Lyon Advertising, Cedar Rapids.



McGraw-Hill publications reach your most important customers and prospects in these major markets:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

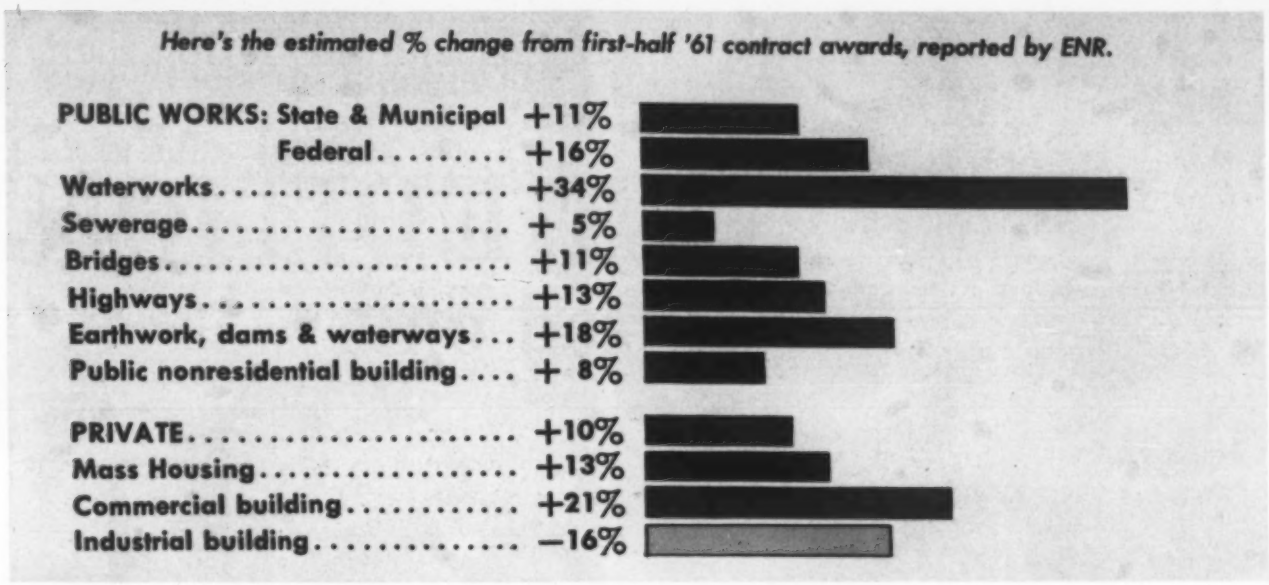
TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (Latin America and European Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional
Industria
Ingenieria Internacional
Construccion
Metalworking Production (London)

JULY 13, 1961

ENGINEERING
NEWS-RECORD

In the Second Half—



Nearly Everything Will Be Up

The next six months should see heavy construction contractors take on 11% more new business than they had in the [illegible] of 1961. The [illegible] in new plans initiated by state and local public works agencies. This, like the recent 1960-61 [illegible] ect will be larger and the program is to go on a new long-range basis that [illegible] it through [illegible]

Sales opportunities are springing up everywhere—for the aggressive marketer. Today, consistent advertising in McGraw-Hill publications enables you to sell hard by reaching the key men in your major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Announcing

a Major Publishing Breakthrough

Family Circle, the magazine that pioneered sectional editions back in 1932, is pleased to announce an important innovation for advertising and marketing men.

REGIONAL EDITIONS
Based on
NIELSEN
AREAS

NOW you have a positive yardstick to relate sales in test areas to magazine advertising.

NOW you can more accurately match your advertising coverage to your distribution.

NOW you can select regional editions that coincide with established marketing data.

As the first magazine to offer regional editions by Nielsen areas, Family Circle once again sets the pace, providing greater latitude to control today's varied sales situations.

Family Circle's Nielsen Regional Editions
Effective January 1962 Issue

Market Area	Circulation
New England	490,000
Metropolitan New York	425,000
Middle Atlantic	700,000
East Central	850,000
Metropolitan Chicago	280,000
West Central	890,000
Southeast	530,000
Southwest	440,000
Pacific	1,120,000
Canadian edition	275,000
Total	6,000,000

Everywoman's Family Circle

FOR HOMEMAKERS ONLY

Advertising Age

Feature Section

Try Leber's New Ad Game Challenge

Communicators Uncover Candid Approach

Bell Telephone Ad Makes CM Feel Good, Too

Package Testing Is a Must—Doug Smith

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

New Tricks from Procter & Gamble: 'Bigger Than Life' Dramas

"Advertising: What's It Doing in Your Life," a 30-minute presentation for local ad clubs, has been prepared by Mr. McMahan in behalf of the industry, and will be available for distribution this fall. Speakers' bureaus may obtain copies and data from George Clarke, Advertising Federation of America, 655 Madison Ave., New York 21.

By Harry W. McMahan

In times past, I've worked both "fer" and "agin" Procter & Gamble. And, both sides of the fence, I've never ceased to be amazed at the boys from Cincinnati.

Harry W. McMahan

I used to wonder how they could make so many stupid mistakes and live. I thought they were ridiculously stuffy about opposing cartoon. And their smug and prissy attitude (as of May 5, 1958) used to make me despair for the whole future of tv.

Quote from letter of said date, refusing to let any of their commercials be shown to an industry meeting:

> *". . . This is simply to restate the company's firm position that we are well aware of the superiority of our commercials, and are totally unconcerned as to whether or not anyone else agrees with us . . ."*

But that was 1958. And we think P&G has gone a long way toward growing up to its responsibilities in the interim.

Let's Look at the Giant

Today, P&G is America's biggest advertiser. They have nine agencies. And 90.3% of their advertising bucks go into tv.

Unique among major corporations, they develop top management *through* the advertising department. Neil McElroy, chairman of the board and ex-president, came up through advertising as P&G fought its way out of the depression.

Howard Morgens, president since 1957, headed all P&G advertising activities from 1946 through 1954.

Morgens is the man I'm inclined to credit for bringing P&G out of its "isolationism," the last two or three years. His speech last year on "Advertising from a Management Viewpoint" is a classic statement of the purpose and potential of our business. Other corporations well might restudy this.

Two years ago, P&G's policy loosened to permit tv commercial entries in the festivals and competitions. They won, too. And Ed Lotspeich, associate ad manager of P&G, appeared on the AA Summer Workshop program in 1960. Ed is probably the best informed, most able "copy chief" any tv advertiser can boast.

So P&G's new era began.

Shrewd Ones with TV

Since P&G got the knack of tv, they began to find out the company makes just about as much profit as they put dollars in the medium. (Spend $90,000,000-plus on tv; make $90,000,000-plus profit on the year.) But if they have any formulas for success, they're pretty close-mouthed about 'em.

Here are a few patterns I've observed from the outside:

- They'll spend two or three years in test markets, if necessary. Variations in both product and tv advertising are tested thoroughly.
- When ready, they'll plunge at the rate of a million a week in tv. (Easy to do: they have 15 or more programs to ride with.)
- They work their nine agencies harder than almost any advertiser you know. New products, new campaigns always in work.
- Sometimes the cost of *remaking* a tv commercial can exceed the original budget. They're perfectionists, in a "committee" sort of way.
- They have their own commercial production staff and, like their copy chief, they can outbrain and outman almost any agency on their list, if need be.
- Along with all this, they still manage to make a few blunders now and again, but the P&G powerhouse is hard to stop when it gets rolling with a Mr. Clean, a Prell, a Comet, a Duncan Hines cake mix, a Crest or a Tide.

Come to think of it: all of these (excepting maybe two) are products of the last five years. Success stories of tv, you might say.

We'll not expose all the current Cincinnati tricks we've noted, but one thing has become so obvious it's a good time for the whole industry to take a look:

Dramas 'Larger than Life'

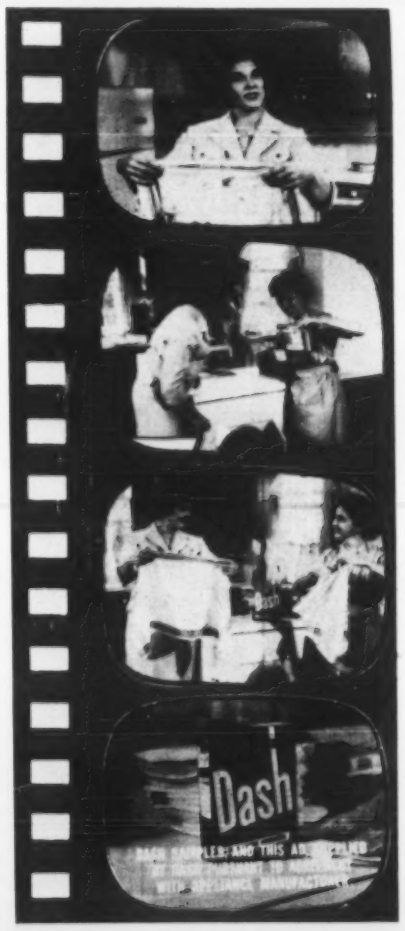
The dramatized commercial is not new, of course. We had it in radio. And tv has had many variations.

But P&G has more than a dozen products focusing on a particular style of dramatized commercial that indicates they've found a success pattern here.

It might be described as the "slice of life" commercial that is "larger than life." And sometimes a wee bit funnier—with human interest.

One of the first clues of success must have come with the long run "Charlie" repairman series for Dash. Charlie's brash New Yorkese kept viewers slightly amused (and slightly irritated) as he invariably diagnosed the automatic washer problem as "high suds." He got the message across on Dash, and did much to set

LARGER THAN LIFE—*Wayne Robertson plays the lead in "Pete and Joe," a Gleem commercial from Compton. In an opening scene that runs :30—half the total time—the camera follows the kid from the breakfast table almost out the door, then back through the house to brush his teeth. Meanwhile, Rex Marshall off-screen carries on a running dialog with the kid who is most impatient to get out to his ball-game.*

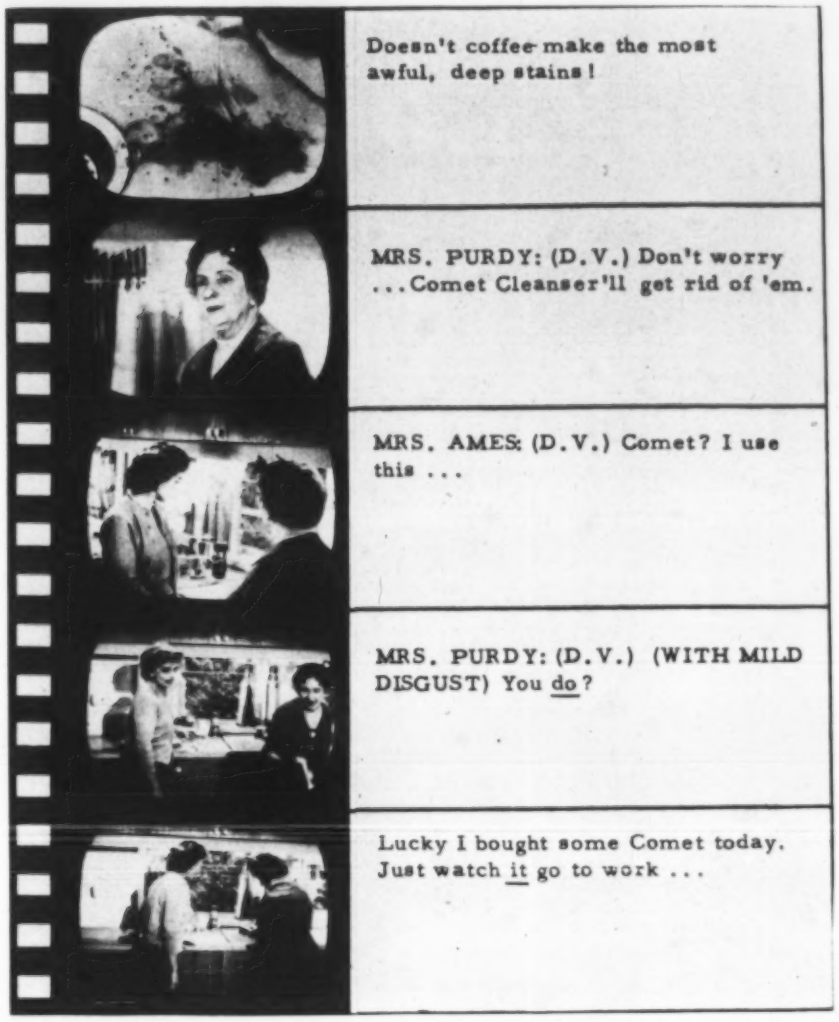


—Photo-Script, Courtesy U. S. Tele-Service Corp.

WASH-DAY DRAMA—*Dash, which did much to start the P&G dramatized trend with the "Charlie" repairman series, now goes to a more conventional dramatization. Dancer-Fitzgerald-Sample is the agency.*

NEW BELIEVABILITY—*Crest toothpaste, riding high with its ADA endorsement from last year, uses dialog commercials with actual people. Here, the Bartletts of Bloomington, Ind., are interviewed by Ed Reimers. Benton & Bowles is the agency.*

VARIATION ON A THEME—*Camay soap varies the P&G dramatized pattern by having the dialog between the off-screen, unseen child and the mother washing her face. Burnett is the agency.*


Doesn't coffee make the most awful, deep stains!
MRS. PURDY: (D.V.) Don't worry ...Comet Cleanser'll get rid of 'em.
MRS. AMES: (D.V.) Comet? I use this ...
MRS. PURDY: (D.V.) (WITH MILD DISGUST) You do?
Lucky I bought some Comet today. Just watch it go to work ...

—Photo-script, Courtesy of U. S. Tele-Service Corp.

HUMAN INTEREST SITUATION—*Dialog in a Comet commercial, from Compton, works hard to set up the problem and offer the solution, complete with all the copy points, in dialogue. The continuing series uses different casts, but all are in a mythical "Elm City."*

the dramatized formula for P&G, too.

This was a Dancer-Fitzgerald-Sample job.

Meantime, at Burnett, Joy blossomed forth with "The Dawson Family." Jack Hirschbeck and his clan of dramatists used less humor and no dialect, but translated even such advertisingese as "Made to be Mild Three Times a Day" into pretty good dialog. Viewers said silly, at first, but soon Joy's share of market was climbing again.

Meantime, Other Playwrights

At Compton, dramatic situations often became a part of the successful Duncan Hines campaign (Gardner was doing the same with the Early American cake mixes), but these were not dramatized commercials in the true sense.

Compton began to adopt the P&G formula more for Gleem's purposes. Here were some "larger than life" situations with considerable human interest and humor, too. All were retelling the story of "—for people who can't brush after every meal." One time it was a mother getting father and son off for band practice. Another time it was a young career girl talking back to an off-camera interrogator.

But perhaps the best of the Gleem series, from a human interest as well as a dialogue standpoint, has been the new "Pete and Joe" commercial. Eloise Gibson is credited as the writer here (her own boy, Steve, must have given her pointers) and added credit should go to the casting and direction for this effective commercial.

Compton, too, turned the device to Comet with a series built around "Elm City." Some of these were really from Corn or Hunger (nearby villages) with dialog like this:

> VOICE OF ELM CITY (VO): Marge Ames loves to have her Elm City neighbors in for coffee after shopping, except for one thing . . .
> (FADE ELM CITY THEME MUSIC)
> MRS. AMES: I hate cleaning up!
> MRS. PURDY: (ANNOYED WITH HERSELF) Oh, dear, I was trying to help and I spilled coffee grounds all over!
> MRS. AMES: Accidents'll happen. Doesn't coffee make the most awful deep stains!
> MRS. PURDY: Don't worry . . . Comet Cleanser'll get rid of 'em . . .

It's fairly pedestrian as it strolls through Elm City, but Comet apparently has done all right in the market place, running one-two or two-one against Ajax and its long series of merchandising stunts (and Bess Myerson on tv).

Crest and Tide

Crest toothpaste, at Benton & Bowles, has had the advantage of factual dramatizations, building up through the last three years or so. ADA endorsement last year suddenly gave a new believability to this "documentary" and sales have just about doubled as it moved ahead of Gleem in the market.

Crest features real people, of course, and there is no attempt to have the polished dramatizations and expensive showmanship of other P&G products.

Tide, for instance. This B&B account, long the #1 detergent, has afforded some of the most expensive commercials in tv. The "Sun and Sand" series, photographed by Boris Kaufman in various spots around the world, ran upwards of $30,000 each, 'tis said.

But Tide is now dabbling in the dramatized form, too, and with very good results. I'd rank "The Waitress" along with "Pete and Joe" among P&G's gems. It uses more humor, is expertly cast and staged, and refreshes a familiar old product.

And it has the right "bigger than life" exaggeration of situation to make the story memorable. Joan Lipton is the author and special credit goes to Mary Rothenberg as director.

Y&R Joins the Parade

When Young & Rubicam follows suit, you can figure P&G has made it just about unanimous among those nine agencies.

Spic & Span is one of their P&G products and they're starring Pert Kelton, the one-time diminutive stage star. ("One-time" and "diminutive" have to be used together because today she's about three times as pert a Pert as she used to be—a living ton of cloying charm).

One of the Kelton dramas is titled "Spring Cleaning." She's maid-of-all-work, at the sink, as the man and his young son troop in.

> PERT: Isn't it great, Sophie—two volunteers for Spring Cleaning . . .
> MAN: Volunteers!
> PERT: Cheer up, Mr. Mort—Spic and Span will get you back to your ball game in no time . . .

It's not Tennessee Williams, but we have a hunch it will find its own audience, all right. There's some specious reasoning in this as to why Spic & Span works better as a powder than liquids do, but I was watching Pert's other chins and it didn't bother too much. This gal may set Metrecal back 15 years.

No Cartoon—Almost . . .

P&G continues with other forms of commercials, of course. Ivory and Ivory Flakes use babies by the nursery-full. Zest goes it frenetic way still looking for the exciting formula it captured at the start.

Prell still has those gooey, gushing girls with glee club voices in unison. (But goooood!) Lilt has an effective "From Here . . . to Here" demonstration. Duz does dramatizations, sort of, it duz.

Charmin toilet tissue I haven't seen lately, but I love the bawdy story of the writer who was fired for recommending an optical treatment. "Just a series of wipes. . ."

Lava was last seen exploring dirty-handedness in children.

Camay has its own version of the dramatization—a perfectly charming camera study of a woman's nighttime face-washing ritual. Dialogue carries the story as she talks to her off-screen little daughter. Fine camera, good writing.

Cartoon still is anathema to the boys in Cincinnati. Now and again they experiment in animation (I understand Charmin has an animated spot on the air), but some basic trauma from early days still holds P&G back.

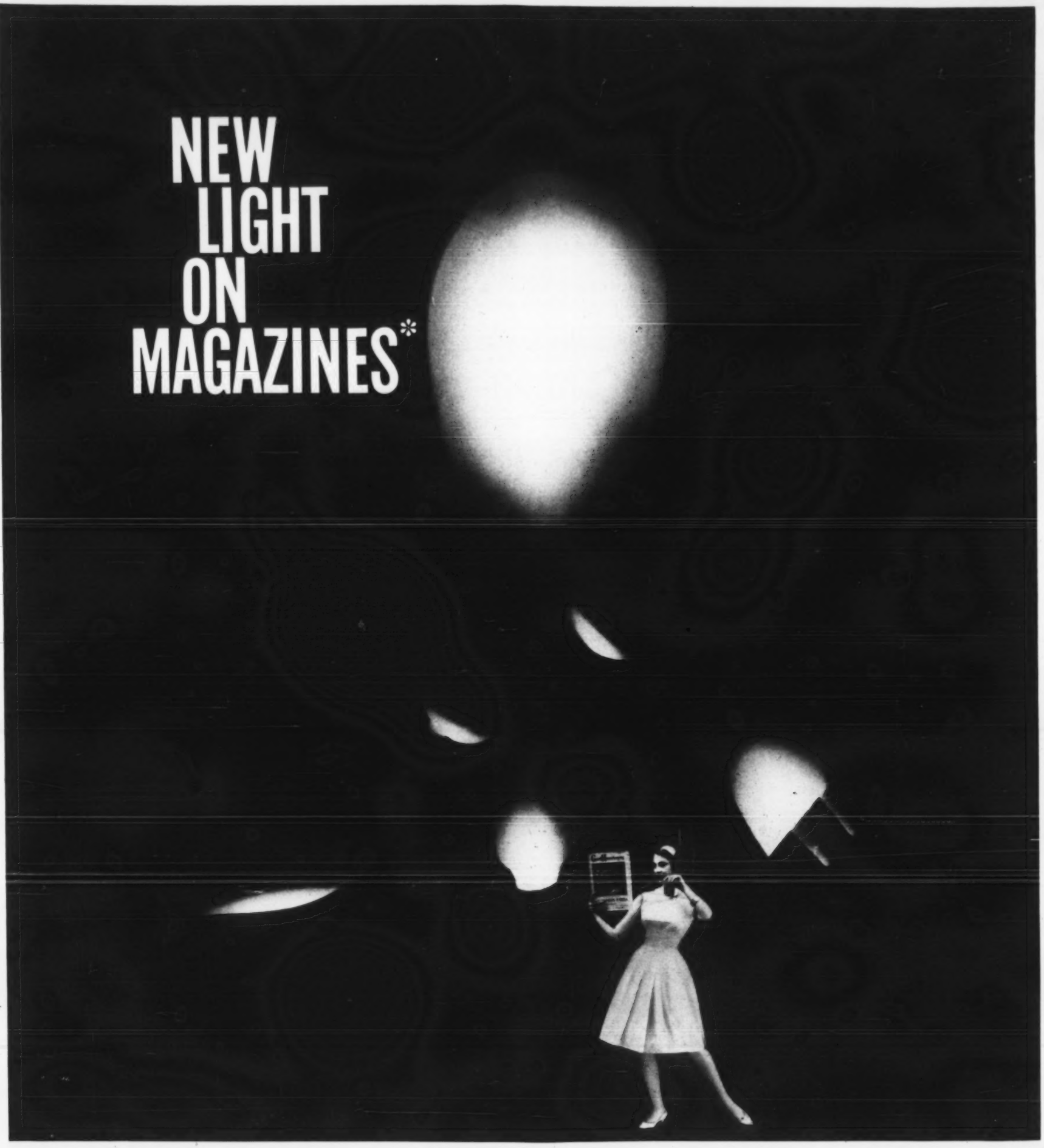
Jif peanut spread, two-three years ago, went extensively into cartoon and jingle but a succession of problems set in. About $10,000,000 was sunk into the orbital campaign, reportedly, then all went quiet and P&G suddenly moved the account from Burnett to Gardner. It seems doubtful more cartoon will come.

Final Deductions

The facts at hand indicate P&G knows where it's going with the dramatized technique. They won't talk, of course. And their agencies won't talk. But the patterns keep repeating with so much similarity in form—despite the many dif-

TIDE'S IN—*Tide plays the P&G formula with a high accent on comedy. Treva Frazee is the bungling waitress who spills things on her friends' uniforms. So she has to wash 'em. So she uses Tide. And the quips fall thick and fast. This Benton & Bowles commercial won an award at the American Festival. For many years, P&G avoided festivals and competitions where the industry might study their techniques.*

NEW LIGHT ON MAGAZINES*



While the air is dark with flying numbers, Nielsen spotlights the important ones.

If your market is women, Good Housekeeping is the best buy for your advertising dollar. In impartial comparison with the biggest mass monthlies, weeklies and biweeklies—Good Housekeeping delivers the most women readers for the money.*

In this respect Good Housekeeping's superiority is evident at all levels but is most pronounced in quality categories important to you—family income, family size, education, young age groups, "A" and "B" counties.

The Nielsen study generates new values for those who advertise to women.

A Good Housekeeping management team will be happy to present these and other facts to your organization.

Good Housekeeping
Magazine and Institute / A Hearst Magazine

Guaranteed by Good Housekeeping

*Nielsen Media Service #1 and latest announced rates.

ferent agencies involved—that were deducing this must be a skilful master plan from Cincinnati, based on already happy results. #

Salesense in Advertising . . .

The Persuasive Power of Understatement

By James D. Woolf
Advertising Consultant

With certain rare exceptions, the ultimate objective of advertising is that of making sales. No matter what the product or service, the advertiser should include in his copy the maximum of *honest* sell that is possible.

James D. Woolf

Not so many years ago advertising was often regarded with suspicion. At the 1913 Baltimore convention of adclubs a committee was formed to draw up a "code." "*We believe in Truth,*" began the code, "*the cornerstone of all honorable and successful businesses . . .*"

Since then, truth in advertising has achieved great things. But we still have far to go. Unhappily, there continues to prevail in many quarters the notion that to be effective advertising must talk in superlatives, and promise, at least by implication, more than there is any promise of delivering. Cosmetics and beauty aids are outrageously guilty; for example, "a face powder that is *sheer excitement*"; a cleansing cream that is *astounding*"; "a deodorant that is *magcial*"; "a lotion that is a *sensation* and a beauty *miracle*"; a bra that is *famed* and *exciting* and a *miracle.*"

■ Generally speaking, I think it is true that superlatives are ticklish things for the completely honest advertiser to play with. Says Webster: "the superlative forms of many adjectives . . . denote an *unsurpassed* point or condition of the specified quality."

Entirely aside from the question of ethics, it would seem that many advertisers have yet to understand the persuasive power of understatement, the force of the incontestable word, the confidence-inspiring effect of obvious honesty, the strength of the quiet, simple statement.

Talk with words of obvious truth. Remember that people want to believe good things about your product. They want to be healthier, happier, more prosperous, more comfortable, more successful. They are receptive, eager for answers to their needs, problems, and hankerings. But don't abuse their receptivity with patently absurd superlatives. Restraint, as many wise advertisers have found out, pays off—not only in immediate sales, but in confidence-building over the long haul.

■ Perhaps what is most deplorable is the rather common practice of dramatizing molehills of *inconsequence* into mountains of *consequence*. Minor points of advantage are blown up out of all proportion to their real importance. A terrific hullabaloo is made over the fact that Product A contains (actually one-tenth of one percent) of Ingredient X than competitive brands. Public estimation of advertising is hurt more than we realize, we think, by this absurd practice of shrilly dramatizing what in truth only are trifling points of merit.

No business, whether it is a corner grocer or a big manufacturing company, can survive and prosper if it does not enjoy fully the confidence of the consumer. Your advertising "fronts" for you; it is your public mouthpiece. Done with restraint, honesty and dignity, it can have fine institutional effect. #

BIZ QUIZ

Compiled by Lester Leber

Here are five groups of assorted ad facts. Match the numbered items in the left-hand column with the lettered items in the right-hand column and see how you score. Answers are on Page 70.

During the first half of this year five advertising agencies were awarded accounts that bill over $6,000,000 each. Match each company with its new agency.

1. Schlitz beer	_____	A. Doyle Dane Bernbach
2. Liggett & Myers (Chesterfield, Duke, Oasis)	_____	B. Leo Burnett Co.
3. Lever Brothers (All)	_____	C. J. Walter Thompson Co.
4. Mobil Oil	_____	D. Ted Bates & Co.
5. American Airlines	_____	E. Sullivan, Stauffer, Colwell & Bayles

* * * * *

Assign the correct classification to each of these themes being used for liquor advertising.

6. Gentlemen, shall I light the lamp?	_____	A. Bourbon
7. It changed America's drinking habits	_____	B. Canadian
8. In 87 lands it's "The Best in the House"	_____	C. Gin
9. For men with strong ideas	_____	D. Vodka
10. There is nothing better in the market	_____	E. Scotch

* * * * *

Which tv network airs each of these high-rated shows?

11. Gunsmoke	_____	A. ABC
12. The Untouchables	_____	B. CBS
13. Wagon Train	_____	C. NBC

* * * * *

Here are three figures that represent total circulations for all U. S. and Canadian newspapers. Assign them to the proper category.

14. 50,089,218	_____	A. Evening newspapers
15. 38,609,403	_____	B. Morning newspapers
16. 25,447,880	_____	C. Sunday newspapers

* * * * *

The figures immediately above are based on 1,491 evening newspapers, 331 morning newspapers and 564 Sunday newspapers. The following figures show the number of magazines, trade publications and broadcasting stations. Match 'em up.

17. 500	_____	A. Consumer magazines
18. 650	_____	B. Business and professional publications
19. 2,600	_____	C. Radio stations
20. 4,000	_____	D. Tv stations

Employe Communications . . .

The Shy Communicators of Advertising

By Robert Newcomb and Marg Sammons

The current joust between *Ladies' Home Journal* and *McCall's* reminds some people in industrial communications that this is the first time recently in which the advertising craft has identified the opposition by name. This is a refreshing departure from the norm.

Readers of advertising have become accustomed to—and probably desperately weary of—the displays of the competitive standings of Brand X and Brand Y. By now they conceivably have had a large dose of the alleged claims of other so-called "leading brands," of asking themselves why the nameless opponents of a headache pill can't be openly labeled. Thanks to contrived misinterpretations, there always appear to be at least 20 top winners in the Economy Run because Car II, Car III and Car IV didn't have what it takes, whatever it is.

The average employe in the average American plant, in our opinion, has little respect for such cloak-and-dagger anonymity. Before someone in the back row suggests that the plant worker's opinion isn't worth much, let's point out that collectively the plant worker picks up the tab for probably two-thirds (and our guess is three-quarters) of the merchandise that advertisers advertise. That ought to make him important, and his viewpoint respected.

■ Our hunch is that the plant employe is growing weary of this variant of the shell game. He doesn't feel that the copywriter is simply bowing to the dictates of good taste—what he feels is that the copywriter can't back up his statements with facts and figures. This obviously makes him feel very warm and cozy about the integrity of business in general.

You couldn't get away with this shy, faceless, nameless expose of the competition in the average American factory. Significantly, the managements of many companies don't even attempt it: Oscar Mayer in Madison, Wis., for example, lays it right out in the open to employes—the company gives the names of competing concerns, shows the comparative standings of the first ten and tells how things are going with each. Falstaff Brewing Co. in St. Louis has openly published the accomplishments and the future plans (as well as Falstaff can determine them) of Schlitz, Pabst, Anheuser-Busch and others. Weston Instruments division of Daystrom, in Newark, boldly illustrates the products of competitors (several foreign), shows specifications, reveals actual costs and the points of competitive superiority. At least half a dozen companies around the country have bought or borrowed competitive equipment, wheeled it into the plant, slapped a price tag on it and stood it out in plain view so the boys could look it over and see what they were up against. This, quite a few managements now contend, is the first step in meeting competition—to acknowledge that it exists.

One of the impressive features about competition in the automotive field is that the public itself knows where it stands. We are not particularly aware that the advertising fraternity deserves any credit for this, although it hastily capitalizes on any gains already a matter of public record. But if it's a Ford year, or a Chevy year, or someone else's year, the public isn't badgered into trying to guess the names of #2 or #3 or #8. The public knows, because it's been told.

There are, we feel, some real dangers in this reticent little practice of labeling by number instead of by name. The danger lies not alone in the possibility that the advertiser's own claims are suspect, but that the claims of all are suspect. If Brand A, B and C are all claiming substantially the same thing, who's to believe

Why we're letting our hair grow

Frankly, we're afraid to get a haircut. We may come across the barber whose subscription bid we recently rejected.

He made some cutting remarks, even after we explained that Business Week subscriptions are solicited from *management* men only. We comb the business world for those executives who really *need* Business Week's pages. We don't think that barbers (or others outside the management sphere) would really find them useful.

Sure, we might zoom from 380,000 to a million if it wasn't for this policy. But our editors (who are good *business* editors) wouldn't like that. And our advertisers (who are good *business* men) wouldn't find Business Week half so fine a buy.

We hope our barber friend forgives us soon. We're sick of shaggy dog stories.

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine

what, and who's to believe anybody? Skepticism is a mighty dangerous seed to sow in the factory ground.

Or, for that matter, in any ground. #

Agencies Ask Us . . .

Is There a Practical Code of Ethics for Advertising Agencies?

By Kenneth Groesbeck
Advertising Agency Consultant

As we all know, there is a dangerous and rapidly widening gap between consumers and producers of goods and services. There is increasing public distrust, not only of advertising, but of all business.

Kenneth Groesbeck

This gap, this distrust, makes it harder and more expensive for us to sell anything. Thus, as a matter of sound business thinking, it is worth while to ask ourselves: "What is happening? What's the trouble? And, what can be done about it?"

First, consider that our current perplexities about business behavior may be due to the fact that we are looking at effects rather than at causes. This, as any good advertising man or woman knows, is dangerously sloppy thinking.

Instead of asking, "Why do we misbehave?" perhaps we should ask, "Do we *want* to behave?" That is looking at a possible cause, instead of blundering blindly among effects.

Attorney General Robert F. Kennedy made this very point forcibly in a recent address before the National Assn. of Attorneys General. He said:

"We are going to have organized crime and corruption in the United States as long as the attitude of the people remains what it is, and the most important thing is to have bigger television sets, bigger autos and an extra buck."

■ This is another way of saying that mankind in general is not, at present, primarily concerned with good behavior for its own sake. We are, it would seem, primarily interested in cash money, without too much worry about how it is obtained.

The problem is as old as humanity. Confucius was struggling with it 2,500 years ago. He said:

"Guide the people with governmental measures and control, or regulate them by the threat of punishment, and they will try to keep out of gaol but will have no sense of honor. Guide them by morals and the principles of social relationships, and they will have a sense of honor and respect."[1]

■ One is tempted to say, "That's fine, dear old gentleman, but how do you make it work?" For one knows that for individuals to put such principles ahead of money and material success is difficult and all too seldom accomplished.

The second point worth considering is that we will not make it work by propounding codes of behavior which are completely unrealistic, pretty as they may sound. Such, I think, is that proposed by Harvard Professor Robert W. Austin and enthusiastically applauded at the 31st annual National Business Conference of the Harvard Business School, June 14, 1961.[2] "The professional manager . . . will place the interests of his company before his own private interests," was the first proviso.

Suppose your job with a large corporation is your sole source of income, and if you lose it you will impose definite hardship on your family. You are aware of some dereliction on the part of your immediate superior. Your duty to your company is to inform its heads of his behavior. This most certainly will lose you your job, however bright the halo around your devoted head.

If you examine such a situation in the light of actuality you will see how completely unrealistic such a code of behavior is.

Such proposals, manifestly unworkable, do more harm than good. Individuals disregard them, feel guilty, and begin to lose respect for all codes. Look at Prohibition.

■ The third matter worth analysis is that this code contains one realistic proviso. This is, "The profit motive is the best incentive of all for the development of a dynamic economy."

No individual who is really trying to behave himself can subscribe to this, can he, except with the added stipulation—"Provided it does no harm to others."

Evidently this added stipulation, this endeavor to avoid harming others, is vitally important. It forms the hard core of Confucian behavior. Indeed, it is a large part of all the great theories of human goodness advocated alike by Christ, Buddha and Mohammed.

According to all these great teachers, the greatest human crime is doing harm to others, no matter how you accomplish it. And the question of how our actions affect other people is the key question, the norm against which to test all our actions.

■ History is very revealing regarding the penalties of disregarding this principle of human behavior. If you read it carefully, you will find great wars and millions of deaths resulting from its violation.

It is now well established that the cause of the first world war was Germany's desire to dominate by force (i.e, harm many innocent people).

The injustice of the Versailles Treaty, born of revenge, gave reason for Hitler's rise, and the second World War.

The injustice of the resulting partition of Germany, with the consequent rise of Soviet power, puts us today on the brink of another holocaust.

■ We must remember to keep this entire exploration within the bounds of practical business problems and possible solutions, and not allow it to slip over into morality or abstract philosophy. Bearing this in mind, there would seem to remain only a fourth point to lay before you and discuss.

This is the fact that general business behavior has definitely changed, and (I think) not for the better. For many centuries, honesty and fair dealing were thought to be both desirable and profitable. I cannot believe that the shrewd and canny merchants and manufacturers of old were activated in their policies by morality only. I think these policies of making things well and selling them truthfully were found to pay off in reputation and profits.

The immense growth in communication facilities and a certain softening that seems always to accompany too easy a life in man and nations, have fostered a situation where faster money seems to be forthcoming from cleverness, spellbinding, oratory and other well-known methods of our age. "Get in, make a killing, and get out fast," is widely practised. Killing the goose that lays the golden eggs? Let someone else worry about her!

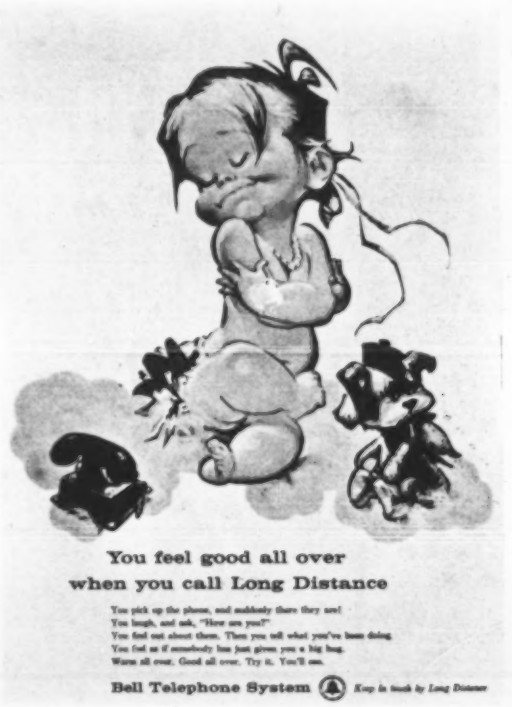
Human nature being what it is, all these things will continue until individuals decide they will do better for themselves by changing from destructive policies which harm others, and moving over to the constructive side. It is this commentator's job, not to urge this radical change, but to put the spotlight on the trouble, analyze it as a business problem, and then lay down his typewriter with a sigh of relief.

Brother, you take it from here. #

[1](Lin Yutang, in the Modern Library's 'Wisdom of China and India," p. 572)
[2](Business Week, June 17, 1961, p. 166)

The Creative Man's Corner . . .

Ignoring the Exceptions


You feel good all over
when you call Long Distance
You pick up the phone, and suddenly there they are!
You laugh, and ask, "How are you?"
You find out about them. Then you tell what you've been doing.
You feel as if somebody has just given you a big hug.
Warm all over. Good all over. Try it. You'll see.
Bell Telephone System
Keep in touch by Long Distance

There is a fine distinction made in the heading of this eloquent page, planned to promote long distance calls.

Note that it says, "You feel good all over when you call Long Distance"—which does not necessarily mean that you feel equally good all over when you are called Long Distance.

That's when you pick up the phone, and the first words are, "Will you accept a collect call from Susie Doakes at State College?" Of course you are glad to hear your daughter's voice, you guess, and you are not surprised that a momentous financial crisis has arisen, with this tremendous date with this colossal boy—and she hasn't a thing to wear. But really, dad!

All right, with a sale as good as this one, only an old sourpuss would glance at the other side of the picture. The art is excruciating. The heading complements the art—if that young lady isn't feeling good all over, nobody ever felt good all over.

With dialing direct so common now, the opening line of copy is, well, almost accurate. "You pick up the phone, and suddenly there they are!"—They are there suddenly, after that cold voice has interposed the all-important question, "Your number, please."

This is a wonderfully effective ad. It will impel more than one set of parents to reach for the colored phone right there in the living room and dial those kids a thousand miles away. #

sh-h-h!

"Listen!" is on. Each weekday afternoon thousands of people in the greater Boston area listen to "Listen!" with Paul Benzaquin—a program typical of the *idea* radio produced by WEEI. They get entertainment, of course, but entertainment for adults—information on books and the theatre, on what's going on in the civic and cultural life of Boston, good fun, good music, interviews with important personalities—everything that interests alert adults.

You find this kind of *idea* radio only on the CBS Owned Radio Stations across the country. Radio for adults—the forgotten people who spend the money. In all seven of our markets it will pay you to stop and look into *idea* radio . . . the kind that makes people in Boston listen to

"Listen!"

WEEI BOSTON, **WCBS** NEW YORK, **WBBM** CHICAGO, **WCAU** PHILADELPHIA, **KNX** LOS ANGELES, **KCBS** SAN FRANCISCO, **KMOX** ST. LOUIS: **THE CBS OWNED RADIO STATIONS**
REPRESENTED BY CBS RADIO SPOT SALES

On the Packaging Front . . .

Test Your Package—It's Worth It!

(Mr. Smith is advertising and merchandising director of S. C. Johnson & Son, Racine, Wis. His first advertising job was with the old Melamed-Hobbs agency in Minneapolis in 1945. In 1949 he joined Swift & Co., Chicago, and was product manager until 1953 when he moved to New York as account executive with BBDO. He joined S. C. Johnson as advertising manager in 1955 and was appointed to his present post the following year. His column, which appears for the second time in this issue, will be published twice a month.)

By Douglas L. Smith

In the many areas of marketing where the creative function is involved, label design is one area where *judgment* must ultimately reign supreme. This means the judgment of the designer and the management decision makers who have decided in the first place that the label design is needed.

Douglas Smith

Two weeks ago in this column we emphasized the need for testing a new design or label, and it is this that we are dwelling on today—the need for package testing that will serve as an aid to management decision—repeat, *aid*.

Very few new labels or designs are tested, I am sure, and yet techniques have been developed for intelligent and highly useful package testing. There are good research methods in motivational probing that can be used in determining the appeals inherent in the product that can be most significant to the designer in using color, shape and form to communicate the product values to the user. But this is an aid to the designer in his own creative evolution of the package, and it is essentially product research, not package research, although that its evaluation is both product and packaged oriented.

The key to good packaging research today lies in effective, careful, thorough testing of a new package in the market place itself, under normal exposure and buying conditions. This is relatively simple, and able researchers or designers can conduct such testing capably.

Specific labels, deemed most likely to succeed by the designer, can be reproduced today quite modestly via either silk screen or multilithing and actually affixed to the product for practical and realistic in-store selling. Thus, with the product and its label existing solely on its own, so to speak, under the trying conditions of competition, etc., consumer reaction can be studied in personal interviews if desired (a hazardous approach at times), but most importantly the *sales effectiveness* of the package can be measured. And it is the latter that both the designer and an alert management will be watching most closely of all, finally, because here is the key to an aid in sound decision making.

■ It is conceivable that a designer and his client can see merit in two or three designs, insofar as their analysis has determined *what they want the package to do*. Then, it is the in-store test that can aid in resolving the enigma in making the choice of one design approach versus another.

But even without the problem of choosing one design versus another, this kind of realistic *sales* testing can provide the key aid in deciding whether the design is sound, or if more work, or new work, is needed in determining if the package is doing what you want it to do.

■ Why is this testing not done by more marketers than it is? Two things tend to restrain or prevent this vital step in sound package design: time and cost. Usually the timetable is such that the product change or introduction discourages or prevents the needed testing—yet it may be the time factor most needed in the entire schedule of production. And as to the cost, the testing expense and research bill often looms (too large) to the man who pays the bill, although it may be a minute percentage of the total marketing expense involved.

And so, the *time and cost* "dissuaders" go to work, and the package never gets the testing it needs.

Today's business problems literally demand good package research before going to find marketing decisions, and the know-how is here for all of us to use, who will. #

MIXES—*Package distinction is slowly emerging from package testing, this helping to solve the "look alike" problem of the cake mixes, brought about by the rapid growth of the popular food category. This shelf photo indicates there is room for improvement.*

BIZ QUIZ

Answers to the questions on Page 86

1. (B) Leo Burnett captured the Schlitz billings of $15,000,000.
2. (C) J. Walter Thompson (which lost Schlitz) partially replaced it with $10,000,000 on Chesterfield, Duke and Oasis.
3. (E) SSC&B received $5,000,000 worth of Lever billings, including the All product line.
4. (D) Ted Bates was awarded the $6,000,000 Mobil account.
5. (A) DDB added American Airlines ($6,000,000) to its burgeoning roster.
6. (C) Lamplighter Gin says "Light the lamp" is the new way to order a martini.
7. (D) Smirnoff vodka contains the "breathless ingredient that changed America's drinking habits."
8. (B) Typical of the Canadian Club campaign is this recent headline: In Sweden as in 87 lands it's "The Best in the House."
9. (E) The Governor and Company of Adventurers of England trading into Hudson's Bay "have always had strong ideas about their Scotch."
10. (A) According to Old Forester bourbon, "the unmistakable flavor fulfills the label's promise: There is nothing better in the market."
11. (B) Gunsmoke frequently ranks first among all CBS shows, reaching over 17,000,000 homes.
12. (A) Untouchables tops the ABC roster, being tuned in by some 13,000,000 homes.
13. (C) Wagon Train reaches about 13,000,000 homes via NBC.
14. (C) Sunday newspaper circulation for U. S. and Canada is above the 50,000,000 mark.
15. (A) Evening newspapers have a combined circulation of 38,809,403.
16. (B) Morning newspapers sell an average of 25,447,880 each day.
17. (D) There are more than 500 tv stations at the advertiser's disposal.
18. (A) In addition to 650 consumer magazines there are 250 farm publications.
19. (B) Expanding field of business publications now has more than 2,600 titles.
20. (C) Some 4,000 radio stations compete for the advertiser's dollar.

Learning from the Retail Ads . . .

The Heavily Handicapped Ad

By Clyde Bedell

This portion of a page from the *New York Times* with illustrations covered (above), contrasted to the same reproduction with the illustrations that actually appeared, instantly spotlights what illustrations can do in advertising.

They can do two things—and only two: they can attract attention, and they can aid perception. The first function is perhaps self-explanatory. The second can be elaborated. A good illustration may not only enable the reader to perceive what's advertised, but also the effect it has on the purchaser. It may even suggest the contribution the product makes to atmosphere, surroundings, and so on. All these things contribute to the reader's perception.

■ Attracting attention intelligently (like aiding perception intelligently) is a task of variable potential. For as the ads illustrated above show, the nature of the illustration serves to attract specific segments of the general audience. Ads that proffer merchandise for sale are rarely, if ever, justified in running without illustrations. For we all see pictures more quickly and readily than we see type.

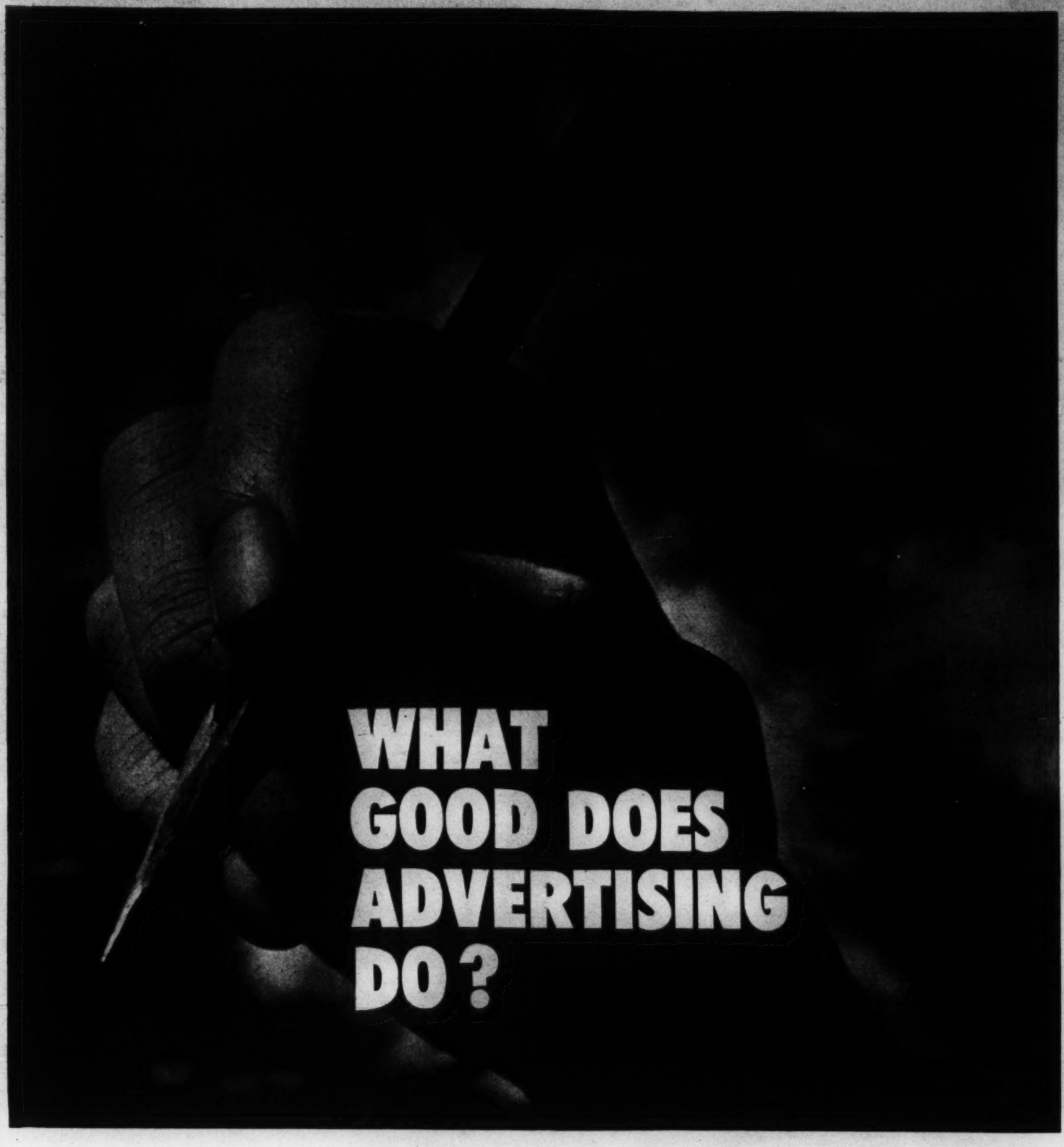
A man may know, as he reads his paper, that there are two or three women's ads on a given page, but whether they are for coats or dresses or suits, he generally cannot say—even after scanning a page. But he generally can tell you (if he is at all in the market for a suit of clothes), if a man's suit ad was on the page. Thus, in attracting attention and aiding perception, a good illustration helps intelligent advertisers to shoot with well-aimed rifles instead of with pop-guns that *may* reach the target—but only rarely.

■ The ad in the lower left hand corner of the group ran with no illustration. Men, women, youths, looking at the paper this day had no idea whether the ad was directed to them or to someone else. Of course it got some readers who are devoted to this store. But this miscellany of readers must have failed to include those who were especially good prospects for

that merchandise—the group the ad was actually run to reach.

The conscientious ad creator wants to do all he can to communicate with all possible logical prospects—prospects above all!

One of the first lessons the good ad person learns is to make his ad selective of the right audience. It is one of the ways advertising's distressing wastes can be cut down. Without illustration it is rarely well done. #



Some years ago in Japan, not many knew the answer. Some didn't even care. But now they are asking, "What more can advertising do ?" We know there's no answer. Ideas, and ideals, know no limits. But we often ask ourselves at Dentsu how we can make advertising, your advertising, do more. It is our favorite question, in fact, when researching, planning, budgeting, buying, writing, drawing . . . every time we take pencil in hand.

DENTSU ADVERTISING LIMITED

Head Office : Nishi-Ginza, Tokyo, Japan Cables : "DENTSU TOKYO"
New York Office : Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representative Offices : Chicago, Los Angeles, San Francisco, Honolulu, Okinawa Taipei

ARE YOU MISSING ANOTHER SURE BET?

Buying Power alone makes South Bend an odds-on favorite for advertisers. This metro area has the highest per household income ($7987) in the state . . . the buying power of its 7-county retail trading zone is $1.4 billion. Cover this market with just one newspaper . . . The South Bend Tribune. Complete details in 1961 market data book.

Franklin D. Schurz, Editor and Publisher
Story, Brooks & Finley • National Representative

The South Bend Tribune

The South Bend, Ind. Market: Seven Counties, over One-Half Million People

Breitner Silverman Harris Fladell

PURITAN PROGRESS—*Harold Breitner, president of Fladell, Harris & Breitner, discusses an upcoming four-color spread for Puritan Sportswear with Myron Silverman, vp of advertising, sales promotion and merchandising of Puritan. Joining in are Leslie Harris, vp and administrative head of the agency, and Ernie Fladell, creative director.*

Puritan Puts Small Budget into Large Ad Units

'Rather Shout Once Than Whisper Six Times,' Agency Says

By Robert Heady

NEW YORK, Aug. 15—There are those around Madison Ave. who say Harold Breitner and his client, Puritan Sportswear Corp., are real mavericks when it comes to advertising.

"And why not?" asked Mr. Breitner from behind his horn rims. The crew-cut, 44-year-old president of Fladell, Harris & Breitner put it this way:

"Today's U.S. marketplace is too big for a guy unless he's selling soap, soup or cigarets. A budget of $500,000, or even $2,000,000, won't dent the public consciousness. Believing this, I'd rather shout once than whisper six times.

"It's better to look big and be sound than to look small and be sound," he said. That's how he buys space for Puritan: Few ads, but mostly four-color spreads and some hefty business magazine inserts—right after the October and March trade conventions.

■ "Some people have guessed we spend $1,000,000 or more. We don't. It might look as if we're everywhere in media, all the time. We're not. And quite a few guys ask, 'Whoever heard of spending $80,000 on a four-color spread just for one Puritan sweater?' We have—and we did.

"This fall there'll be less than a dozen Puritan consumer ads, and not much more than that to the trade—but they'll be big," he said.

Mr. Breitner's ad formula ("don't use media unless you dominate") seems to agree with Puritan. Sales have zoomed from $5,500,000 to $17,000,000 in five years; its dealer network has increased from 4,000 to 7,500; and today 53 Puritan salesmen are selling the company's full line of sportswear, knit shirts and sweaters to stores like Abraham & Strauss here; J. L. Hudson Co. in Detroit; Strawbridge & Clothier in Philadelphia; and the May Co. in Los Angeles.

■ Around Puritan's home base in Altoona, Pa., there's a general feeling that the company has jockeyed itself into a rail position in the men's wear sweepstakes—whose traditional top money winner is MacGregor.

All this has popped with an ad

Take a second look

(*it's Master Furriers, in Duluth*)

Take a second look at the Duluth-Superior market—

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Charleston, Erie or Tucson!

Duluth-Superior—BIGGER than you think—and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

budget whose measured figures in 1960 were only $91,305 for supplements and $230,242 for magazines. "The total outlay," said the agency, "is nearer $600,000."

Puritan didn't advertise a stitch until 1955. Then, when it was 48 years old, it tapped its first agency, Hicks & Greist, where Mr. Breitner was located. Later the account followed him to Wesley Associates, and in January, 1961, to Fladell-Harris, whereupon a new agency was formed.

■ Myron Silverman, Puritan's vp of advertising, sales promotion and merchandising, tells the story this way:

"Puritan was the biggest manufacturer in the branded sweater field, doing business mostly with specialty men's wear stores. Trouble was, no one knew about us. Also, we decided our first agency would have appliance experience —not fashion. We theorized that appliance-type retail selling could do the trick for men's wear."

Right after Hicks & Greist got the nod, Mr. Breitner found himself huddled in the Altoona plant with Frank Titelman, president; his son, Richard, a vp (a brother, Leonard, is sales manager); and Mr. Silverman. Object: One brainy idea to kick off Puritan's ad drive.

"Just then," recalled Mr. Breitner, "some guy busted in the room and asked, 'Hey, where's the sweater we made for the Olympic team?'

"Wow! What a break!"

A trade campaign was built around Puritan's Olympic link. "We started using big space right off the bat—11 pages in four weeks in *Daily News Record* and a 12-page four-color blast in *Men's Wear*." Theme was a hand clutching a newspaper whose headlines blared: "Puritan sweaters selected for '55-'56 U.S. Olympic teams!"

The company backed the push with a merchandising kit which it sold for $14.95 to retailers. It included interior displays, counter cards, hang tags, direct mail stuffers—plus "an authentic Olympic sweater."

■ Puritan arranged for participating dealers to get them labeled as "Headquarters for the U.S. Olympic fund." It also told them it would "donate $5 for every $15 you give to the fund, on top of what you collect." Weeks later the company presented a check for $2,500 to Gen. Omar Bradley, chairman of the Olympic committee, on "The Steve Allen Show" on NBC-TV.

The company wound up with a first-year ad budget of $70,000. "It's not what you spend," said Mr. Silverman, "it's how you use it. And that's where Puritan's basic philosophy comes in. We think like retailers, not manufacturers. It is our practice not to sell a retailer merchandise unless we can show him *how* to sell it.

■ "Thus," he went on, "Puritan's national advertising money is thought of in terms of how our space can be merchandised at point of sale. Getting your products in a store is one thing. Not having them lie around on shelves is another.

"Even if you buy 52 spreads a year in *Life*, it all goes down the sewer if the retailer doesn't want to do business with you," he continued. "He's the important guy. Here, let me show you.

"Your retail traffic can multiply by ten times or more the impressions you get from national media. Take the average store in a busy shopping center. Let's say 1,000 people go by each day and see your merchandise.

"If your products are in a win-

THERE ARE
HOLES IN YOUR
LOS ANGELES
COVERAGE
Without The Copley Los Angeles Newspaper Group
It takes "hometown" newspapers to reach the families of the Los Angeles "hometown" market. Complete your Los Angeles coverage with the Copley Los Angeles Newspaper (CLAN) Group—eight dailies and their 18 shoppers, serving key suburban cities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total CLAN Group package: 501,629. Buy the entire Group with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of NELSON ROBERTS & ASSOCIATES, INC.
COPLEY LOS ANGELES NEWSPAPER GROUP: Alhambra POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers / Burbank DAILY REVIEW • Burbank Review Shopping News / Culver City STAR-NEWS & Venice EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser / Glendale NEWS-PRESS • Glendale News-Press Shoppers / Monrovia DAILY NEWS-POST • Monrovia-Duarte News Advertiser / South Bay DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser / San Pedro NEWS-PILOT • San Pedro News-Pilot Advertiser
"THE RING OF TRUTH"
Copley Newspapers

FÖRST*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

**FÖRST means FIRST in Danish*

dow only four months a year it comes to something like 96,000 impressions a store. And even if you're in only 3,000 stores, much less the 7,500 we shoot for, it adds up to 288,000,000. Interesting, no? The same thing can happen next season," he predicted.

■ Accordingly, Puritan uses its four-color spread copy right at point of sale. The company designs its in-store fixtures around reproductions of national ads. "Spread proportions are ideal for conversion into counter cards and blowups," said Mr. Breitner. "The tie-in between print and point of sale is direct."

Puritan sells its merchandising kits (six different ones are set for fall) to dealers for anywhere from $7.95 to $29.95 each, depending on components. About 10,000 were sold in 1960.

One of the company's biggest annual drives includes four-color pages in supplements just before Christmas. These run in markets where Puritan has a key department store. Only the logos and coupon data are changed; the rest of the copy is identical, including the merchandise that's shown. Fladell, Harris & Breitner prepares the ad ("so Puritan can exercise control") and places the space. Puritan picks up the entire tab. All the dealers do is stock the merchandise.

"We found," declared Mr. Silverman, "that it's possible to dictate the colors consumers will buy, by getting dealers to promote the colors we pre-select."

■ This year's schedule will hit mostly on Nov. 27, and on Dec. 3 in other markets. It includes 65 served by *Parade* and 28 by *Sunday*, with eight overlaps between the two.

SPREAD-CONSCIOUS—*Puritan Sportswear uses illustrated spreads like this—to sell merchandise and win awards—in its national men's wear campaign.*

Buttoning down the fall drive will be Puritan's new Aquaknit wool sweaters that can be automatically washed and dried ("One store sold 17 in one hot July day"). This dunk-it angle will also be plugged for a Ban-lon Brookview knit shirt, at $8.95. About 60% of Puritan's sales is sweaters; the rest is knit shirts and sportswear.

The rest of the consumer attack shapes up this way: Four-color ads in *The New York Times Magazine* ("it gets you the trade as well as the consumer") on Sept. 10 and 17; September *Coronet*; and December *Esquire*, which will carry heavy dealer listings. Trade-wise, 14 ads are set for business papers, including a 32-page four-color insert in *Men's Wear*. Mr. Breitner termed the last smash a "complete catalog-type exposure" performed "at the right time of year."

■ In the spring, Puritan expects to bounce back with the same type of campaign that's helped extend the season to five months. Five ads are spaced between Valentine's Day and Father's Day, and subjects like golf, yachting and racing run in between. Two of these ads—yachting and racing—trotted off with a total of three national art awards this year.

This has come about in a period when most men's wear advertisers have ridden the photography wagon. As a result, Puritan has emerged as one of the few with consistent illustration. "This gives us a clearer image and better identity," Mr. Breitner commented.

All Puritan ads (and just about everything else, right down to its boxes and billheads) have been designed and illustrated by Bob Peake. #

D'Honau Named N.Y. Ad Head of Life International

Charles D'Honau, formerly with *Life International* since 1954, has been appointed New York advertising manager of Life International Editions, a new position. Mr. D'Honau and his staff will handle the U.S. eastern seaboard. Recently he directed the launching of *Life en Espanol's* new Caribbean edition. Prior to joining Time Inc., Mr. D'Honau was with Triangle Publications and earlier was with Conde Nast.

Fairchild Underwrites Study

A $15,000 study on marketing techniques employed in introducing new food products will be conducted by the Harvard University Graduate School of Business, financed by a grant from Fairchild Publications, New York, publisher of *Supermarket News*. The study is expected to take about a year and one-half. It will consist mainly of (1) tracing cases to determine which marketing techniques succeed and (2) supermarket practices in evaluating new product proposals.

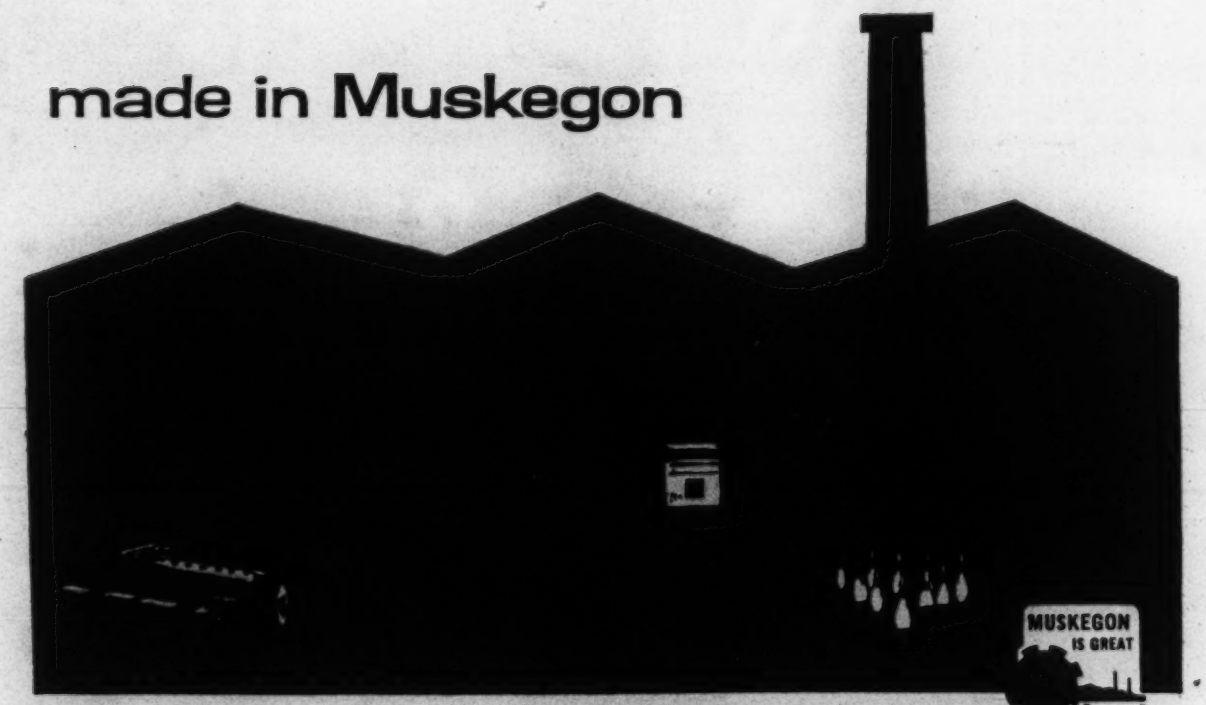
Ferranti Electric Names Healy

Healy Advertising Agency, Montclair, N. J., has been named to handle advertising and publicity for Ferranti Electric Co., Plainview, Long Island, a division of Ferranti Ltd., Hollinwood, Lancashire, England. The program will include a schedule in scientific publications.

Chronicle ads tap the buying power of 24,400* industrial workers

The $145,800,000 annual payroll of Muskegon's 192 industries comes from producing the items you see here—and many more. It's a big target for alert advertisers—but easily reached with a single order. Only the Muskegon Chronicle alone reaches 99% of the market with advertising that's wanted . . . that can be read and re-read at the convenience of would-be buyers. For results include The Muskegon Chronicle on your ad list.

made in Muskegon



*Muskegon's Total Employment is 50,700

Industrial cranes, engines, office furniture, gasoline pumps, automatic pinsetters and bowling lanes, floor machines, paper. These are a few of the products which are manufactured in Muskegon and distributed coast to coast.

"BEST FOR NEWS AND ADVERTISING TOO"

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES

A Booth Michigan Newspaper

An interpreter for the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION

ARF Distributes 'Chronicle' Survey of San Francisco

NEW YORK, Aug. 15—A study of the San Francisco market, "The San Francisco Market Chronicle," has been distributed to 300 member organizations by the Advertising Research Foundation. Sponsored by the *San Francisco Chronicle*, the 165-page report was published in accordance with ARF criteria.

The results of the study of the San Francisco area are presented in six sections. The first section reports population characteristics of the total market for all persons 18 years and older; the number of readers on an average weekday for four San Francisco dailies and one Oakland daily; and the socio-economic characteristics of these readers.

■ The second section reports the number of exclusive readers and the amount of reader duplications. Sections three through six present audience characteristics according to possessions and activities, including automobile, household appliances and boat ownership, vacation travel, home gardening, etc.

The study was conducted by Carl J. Nelson Research, and the report includes the questionnaire used, a technical appendix, a map which portrays the area surveyed and how it was divided between city and suburbs. #

Jim Brown Readies Radio Show for Pepsi

Jim Brown, who works in the marketing department of Pepsi-Cola Co., New York, when he isn't busy scoring touchdowns for the Cleveland Browns, will turn radio performer in the fall. Mr. Brown, with the help of Bob Carr of the Cleveland office of Batten, Barton, Durstine & Osborn, has recorded a five-minute weekly series of radio shows.

The program has been offered to Pepsi bottlers for sponsorship in their market areas. The show will include commentary on sports in general, stories from Mr. Brown's sports career and discussion of physical fitness. Mr. Brown plans to make a career of marketing when his football playing days are over.

Airtronic Air Conditioning Distributor Names Clark

Ralph K. Clark Co., Sacramento, has been named to handle advertising for Airtronic Distributors, inland Northern California and Nevada distributor of Carrier air-conditioners and heating equipment. According to Lee Marsh, sales promotion and special products manager of Airtronic, the $75,000-plus budget for the coming year will be aimed at home owners, residential tract developers and motel operators.

Mr. Clark, who resigned as president of Gerth, Brown, Clark & Elkus last January (AA, Dec. 26, '60), reported the agency has the following clients: Rainbo Bakery; J.J. Jacobs Cadillac Co.; Coldwell-Banker & Co., real estate; the Hull chain's Hotel El Rancho; and the *Sacramento Union*.

Campbell Soup Fall Push to Feature Premium Offer

Campbell Soup Co., Camden, N.J., will use Sunday supplements and television to promote a premium offer of soup mugs or soup bowls this fall. Consumers will be offered a set of four soup mugs or four soup bowls in exchange for 50¢, plus labels from 10 different Campbell's soups. The mugs and bowls are made of a new acrylic that looks like porcelain, but resists stains and chips. Ads are scheduled in *This Week Magazine*, *Parade*, First 3 Markets Group and eight independent Sunday newspaper supplements. The offer will also be made on Campbell's two nighttime television shows, "Lassie," and "Donna Reed Show." Batten, Barton, Durstine & Osborn is the agency.

ABC Adds Two Members

Organic Gardening & Farming, Emmaus, Pa., and its sister publication, *Prevention*, have been accepted for membership by the Audit Bureau of Circulations. *Organic Gardening* has a circulation of more than 270,000, while *Prevention*'s circulation is in excess of 290,000.

We Imprint Where To Buy • On Printed Pieces

Dealers Name etc.
On
Catalogs
Magazines
Folders - Cards
Any Amount
As Required

Sorsen's Imprinting, Inc.
120 S. Sangamon
Chicago 7, Ill.

WTRF-TV STORY BOARD

T. R. Effic!

ANGRY FATHER: "Young man, what's the idea of bringing my daughter home at 3 in the morning?"
SUITOR: "It started to rain!"

wtrf-tv Wheeling

THE TALL MAN from way outer space stood in the desert with his disintegrating gun leveled on a tall cactus. "We have ways of making you talk," he threatened.

Wheeling wtrf-tv

HUMAN TRADER! Maybe we should try to trade a few of our beatniks for some Cuban sugar.

wtrf-tv Wheeling

ST. PETER: "How did you get here?"
NEW ARRIVAL: "Flu."

Wheeling wtrf-tv

A MOTHER PIGEON and her young son were preparing to migrate to Florida. The baby was afraid he couldn't make the trip. "Don't worry," said Mama Pigeon, "I'll tie an end of a piece of string around my leg and put the other end around your neck. If you tire, I'll help you along." The baby pigeon began to wail. "But," he protested, I don't want to be pigeon towed!"

wtrf-tv Wheeling

SIGN in a department store: "There's no tax on this perfume. The type of man it attracts is not considered a luxury."

Wheeling wtrf-tv

MERCHANDISING services can be arranged to strengthen your WTRF-TV spot schedule. We want to show you the impact of TV in this Wheeling-Steubenville Industrial Ohio Valley so see our rep George P. Hollingbery for specifics.

CHANNEL SEVEN NBC WHEELING WEST VIRGINIA

In Boston, Sunday is still for Sunday drivers — and The Globe

Boston is a new and changing city, but some things — we are happy to say — go on forever. Traditionally, the Sunday Globe has always been the favorite of people in Greater Boston. Today, The Globe is their overwhelming choice. The Sunday Globe is read by almost twice as many adults in the Boston Market as read the other papers. (The Sunday Globe has 902,000 adult readers; the Herald, 572,000; the Advertiser, 591,000.)

These and other facts extremely favorable to The Globe — Boston's new No. 1 paper — are revealed in a comprehensive study done in consultation with the Advertising Research Foundation. Highlights of the survey are contained in an enlightening brochure, "The Buying Bostonians." For a copy, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

The woman who packs this pail will

Bold statement? Yes.

Supportable? Eminently. Consider:

• A & P private label sales (only ⅕ of the chain's sales) equal the total volume of General Foods.

• Sears and J. C. Penney sales approximate 40% of all department store sales and Sears sells 85% private label; J. C. Penney—95%!

The list could go on, but the point is clear. Private labels are growing phenomenally. Their surge puts the national brand in jeopardy: the private brand sells for less; the retailer gives his own store labels better display, more facings; he can advertise them at low local rates denied the national manufacturer.

Worse, *the conventional wisdom in national brand marketing strategy plays right into the hands of the private label marketers.* The conventional wisdom says that the white collar wife is the market. That's where you make the pitch. She's the woman who knows her own mind.

Sure she does. She's self-assured; has few qualms about herself as a shopper and *little hesitancy in buying private label merchandise.* Smart, she says, to save the extra money and put it into paying for a backyard pool, country club membership—any one of the things that build status in white collar suburbia.

She's no help. New approaches are needed to check the inroads of the private brands. And today, new research has discovered the *true* mass ally for national brand manufacturers:

• *26,000,000 women whose emotions tell them: buy national brands.* • *26,000,000 women who regard the national brand as a prime status symbol.*

Who is she? She's the wife of working class America. The woman who packs the lunch pail. She's the last new frontier for the national brand marketer.

She can't be ignored; taken for granted. The manufacturer who does—does so at his own peril. She doesn't think, act, talk or shop like her white collar counterpart.

What should be of major concern to national brand manufacturers about this woman is just this:

• She represents half of all $5,000-plus families.

• She controls 57.5% of all discretionary buying power.

• She buys more groceries than the white collar wife.

• She doesn't read the white collar magazines; they're not geared for her. Duplication studies reveal *McCall's* misses 90.6% of *Macfadden's Women's Group* readers; *Ladies' Home Journal*—88.2%; *Good Housekeeping*—90.4%; *Life*—82.9%; *Saturday Evening Post*—89.4% and *Woman's Day*—96.6%...

...AND most important of all—SHE BUYS NATIONAL BRANDS. For these *documented* reasons:

First: An *emotional dependence* upon the brand name. Intensive nationwide depth studies of housewives—conducted by Social Research, Inc.—reveal that national brand buying gives the working class wife *a sense of security.* She's unsure, eager to avoid mistakes in shopping. The nationally advertised brand name, she explained to interviewers, "is a guide to the

decide the fate of national brands!

right choice of product."

Second: In working class homes, national brands are *status symbols*. Social Research study findings show the wife uses the brand name to prove to husband and friends that she is indeed an efficient and knowledgeable homemaker.

Because of her unique dependence upon nationally advertised products, the working class wife is today's *true* national brand consumer for the national brand marketer. Ignore her and you ignore your greatest natural market.

Here she is. 26,000,000 of her. Where do you find her?

Right in *Macfadden's Women's Group* (5,390,410 ABC). Macfadden's offers a larger concentration of its circulation among working class wives than any other major magazine—and at a lower cost per thousand.

Under the new Bartell management, *Macfadden's Women's Group* reflects expanding working class interests with new covers, exciting new editorial changes, dramatic new graphic and layout techniques.

Macfadden's Women's Group is right at home with the woman who packs the lunch pail—and she's the woman who has already proven her worth to the realistic marketing and media men who map the schedules of many leading national brands.

You're invited to write or call now for our dramatic new "Lunch Pail" presentation. It offers a revealing insight into today's potent mass market—the working class wife—for the national brand manufacturer.

Are *you* selling the woman who packs this pail?•

Macfadden's Women's Group

•Here are just a few of the leading national marketers who *are:* American Dairy Assn., American Home Products, Armour, Berger Bros., Best Foods, John H. Breck, Bissell, Bristol-Myers, California Packing, Carnation, Chesebrough-Pond's, Coats & Clark, Colgate-Palmolive, Dole, Dow Chemical, Duffy-Mott, Eagle Pencil, Max Factor, General Foods, General Motors, Gerber, Heinz, International Silver, Johnson & Johnson, Kayser-Roth, Kimberly-Clark, I. B. Kleinert, Kraft Foods, Kroehler, Lehn & Fink, Libby-McNeill, McGraw-Edison, McKesson & Robbins, Maidenform, Mead Johnson, Mennen, Nestle, Norwich Pharmacal, Pet Milk, Plough, Procter & Gamble, Quaker Oats, RCA, Revlon, Scott Paper, Shulton, Simplicity Pattern, Standard Brands, Sterling Drug, Stokeley-Van Camp, Swift, Tampax.

GREETER—*Alice Jeanne Allen, at Gray & Rogers, Philadelphia, says her reception desk job is much more demanding than modeling.*

Agency Receptionist'll Do Modeling Job for Dear Old Client; Had Quit It as Steady Diet

PHILADELPHIA, Aug. 15—The receptionist's desk may supplant the traditional Hollywood drug store as the best way to be "discovered."

One good example is Alice Jeanne Allen, receptionist at Gray & Rogers, whose pretty face graced a recent *TV Guide* ad in five newspapers and eight magazines. *TV Guide* is a Gray & Rogers client.

Actually, Miss Allen, a chestnut-haired, blue-eyed Philadelphian, was a professional model for five years. She gave up her job in New York for one with more regular hours and proximity to her home.

She was "rediscovered" by the agency's art director, Elmer Pizzi. Unaware of her modeling background, he asked her—as a favor—to act as stand-in for working layouts of a *TV Guide* ad. The client liked what it saw and asked that she model for the finished art.

■ Back once more at her reception desk, Miss Allen says, "Thanks, but no thanks" to a full-time modeling career. Being a receptionist at the agency is actually more demanding than modeling, requiring—in addition to a pleasing presence—considerable tact, poise, diplomacy and familiarity with the advertising and public relations professions, she feels.

Miss Allen will be married in October. She has three older sisters and a younger brother and lives at home, in Merion, Pa. Her hobbies are cooking and coin collecting. #

BON APPETIT—*This is part of the TV Guide ad in which Alice Allen found herself posing once again.*

'Seattle Post-Intelligencer,' 'Times' Hike Prices

The *Seattle Times* and *Post-Intelligencer* both have hiked their newsstand prices from 5¢ to 10¢. Home delivery prices per month were increased 25¢ to $1.60 for daily only and $2.25 for Sunday and daily. Sunday newsstand price remains at 20¢. Earlier in the year the *Post-Intelligencer*, a Hearst paper, made a similar increase in outlying areas of the state.

Du Pont Ads Push Sweaters

Four major sweater manufacturers and 60 leading department stores are featured in a Du Pont Orlon ad running in the Aug. 19 issue of *TV Guide*. Du Pont will run four different b&w page ads, one each for Helen Harper, Blairmoor, House of Morrison and Talbot—all sweater manufacturers. Each of the ads also will feature the names of leading department stores. Batten, Barton, Durstine & Osborn is the agency.

Latex, S&H Place Schedules

International Latex Corp. (Reach, McClinton & Co. and Ted Bates & Co.) added participations on NBC-TV's Jack Paar show and "Today" to an earlier order for six nighttime shows on NBC. Sperry & Hutchinson Co., distributor of S&H green stamps (Sullivan, Stauffer, Colwell & Bayles), will join American Dairy Assn. as co-sponsor of NBC's "Dinah Shore Show," to be presented about once per month starting Oct. 6.

Bear Brand, Frankel Split

Bear Brand Hosiery Co., Chicago, has discontinued services of its agency, Jones Frankel Co., Chicago. The company is now making a complete analysis and evaluation of its marketing strategy, and present plans indicate it will not require the services of an agency for the remainder of this year. Jones Frankel will continue to place the remainder of the 1961 advertising schedule.

THINGS ARE DIFFERENT

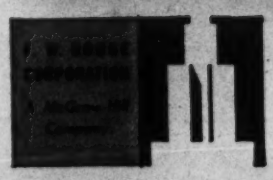
in public schools

The field of education is divided, necessarily, into two distinct and separate major markets . . . public primary and secondary school systems—public and private colleges and universities. Each market has its own plant and operational

AGE OF THOSE SERVED	6-17
PLACE OF RESIDENCE	Small radius from school house; within school district.
FINANCING	Immediate community taxation, usually with state aid.
PUBLIC RELATIONS	The community immediately within the school district contains the entire target of all public relations. Tax support must be voted locally.
LEGAL ASPECTS	Local control within state laws.
CONTROL & MANAGEMENT	By chief administrator and staff responsible for both curriculum and business.
PHYSICAL PLANT	Single building or cluster in "branch" units under principals (branch managers). Units widely separated.
HOUSING	None
FEEDING	Approximately half of schools have cafeterias serving simple lunches for children and teen-agers.

THE PUBLIC SCHOOL MARKET
is a separate, completely identifiable market which, for 33 years, has been
served with distinction by

THE Nation's Schools



WRITE FOR DETAILS:
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

OTHER OFFICES:
New York • Cleveland • San Francisco • Los Angeles

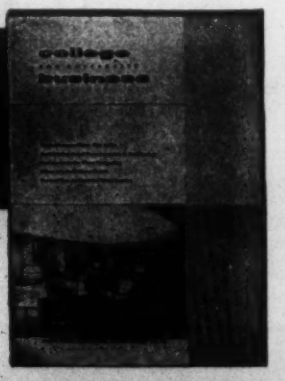
THINGS ARE DIFFERENT
in colleges

problems and characteristics (some of which are outlined below) and each must be reached individually for complete sales effectiveness. No single magazine provides adequate editorial service or coverage in *both* markets.

17-22
Except for city colleges, students come from anywhere.
Tax-supported colleges financed by state (sometimes city or county), tuitions. Privately supported colleges financed by contributions from anywhere, by tuitions, and by investments from endowment funds.
The college community is wherever students and alumni live. Public relations must reach and encourage support on a voluntary basis from this widely scattered group. State universities are supported mainly by state funds included in state budgets.
Tax-supported schools governed by state (sometimes city or county). Private schools by non-profit corporation under state charter.
Ordinarily by chief executive (president) aided by business manager and staff—sharp division between academic and business management, except in very small units.
Campus of many buildings with average of 500 acres. Often self-contained village, frequently with own power, streets, fire protection, police. Average campus under intensive maintenance: 400 acres.
Approximately a third of students are housed on campus in college-owned facilities. Many colleges also provide apartments for married students and faculty.
More than half the student body is fed three adult meals a day in college-owned dining halls. Campus also provides snack bars, soda fountains for odd-hour food.

THE COLLEGE MARKET
is an important and growing segment of education which has been defined and
served exclusively by

college AND UNIVERSITY business



WRITE FOR DETAILS:
1050 MERCHANDISE MART
CHICAGO 54, ILLINOIS

STARCHED POSTERS—*Sunbeam bread outdoor posters continue to be the front runners in the Starch National Outdoor Ratings. Sunbeam led the list in the four weeks ending July 5 with a copy performance index of 91. Coca-Cola king was second with an index of 82 and Coca-Cola regular was third with an index of 75. The remaining seven of the top-noted posters, with index in parentheses, are Atlantic gas (74); Howard Johnson (60); Fleischmann's whisky (59); Four Roses whisky (59); Popsicle (59); Hamm's beer (54); and Wonder bread (53).*

Swedish Press Ads Up 12% This Year, Andersson Reports

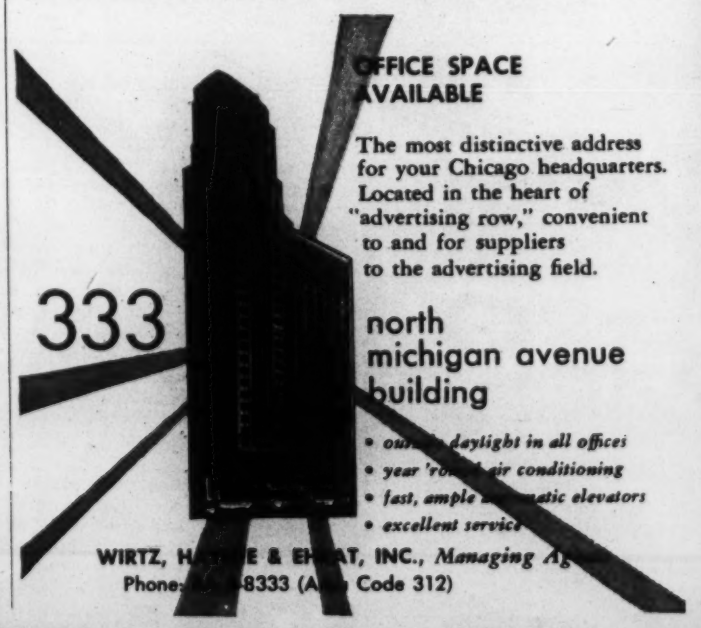
STOCKHOLM, Aug. 15—Swedish national press advertising increased by 12% in 1960, according to "A Quarterly Report on Sweden," published by Wilh. Andersson Advertising Agency, Stockholm.

The report, based on statistics from Tidningstatistik, Swedish bureau of circulations, shows that press ad expenditures rose from Kr.82,672,400 (the Swedish Kr. is worth about 17¢) in 1959 to Kr.92,376,800. (The increase in U. S. dollars is from $15,960,000 to $17,875,200.)

■ Leading commodities advertising in national press are ranked as follows: (1) automobiles, (2) detergents, (3) gas and oil, (4) weekly magazines, (5) coffee. #

National Biscuit Buys Cream of Wheat Corp.

National Biscuit Co., New York, has completed its acquisition of the assets of Cream of Wheat Corp., Minneapolis, in exchange for 360,000 shares of its common stock on the basis of six-tenths of one share of Nabisco for each Cream of Wheat share. Nabisco said it "contemplated no immediate change in the Cream of Wheat organization," which will operate as the Cream of Wheat division of Nabisco. Batten, Barton, Durstine & Osborn and MacManus, John & Adams are the agencies of record for Cream of Wheat.


OFFICE SPACE
AVAILABLE
The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.
333
north
michigan avenue
building
• ou... daylight in all offices
• year '... air conditioning
• fast, ample ... matic elevators
• excellent service
WIRTZ, H... E & E... AT, INC., Managing A...
Phone: ... 8333 (A... Code 312)

Along the Media Path

WHEB, Portsmouth, N.H., marked its 29th anniversary by moving into a new building on Aug. 5.

• New York area food and beverage brokers were guests on Aug. 16 at the first of a series of cocktail parties, sponsored by **WBAB**, Babylon, N.Y., to hear details of a Favorite Brands promotion developed by the station in association with Hills Supermarkets.

• As part of its patriotism program, **WOW**, Omaha, is asking listeners to join in recitation of the pledge of allegiance to the American flag every morning, prior to its 7 a.m. "Four Bell News Report."

• Six complete sets of 50-year-old wooden type have been donated to the University of Cincinnati College of Applied Arts by **Standard Publishing Co.**

• **WITI-TV**, Milwaukee, has started construction of a new tower which will be 1,077' high and will resemble the design used in the Eiffel Tower.

• To mark the first anniversary of its conversation radio format, **KABC**, Los Angeles, is sponsoring a contest for station listeners and agency personnel, in which entrants must tell in 50 words or less why they think the conversation format has been successful. Winner will be awarded a round-trip vacation for two to Mexico.

• **Glamour** will introduce a new regular feature, "Glamour at Home" in September. The new section will be devoted to all phases of "at home" entertaining and decorating.

• On Aug. 17 **WDSU**, New Orleans, sponsored its 12th annual WDSU Day at Pontchartrain Beach, during which programs were broadcast live from the beach.

• An expanded adult education section will be published by the **Milwaukee Journal** Aug. 27. The ten-page section will include data about Milwaukee and Wisconsin colleges and universities, educators, teachers and students and will list fall and winter programs at Marquette University and the University of Wisconsin-Milwaukee.

• Agency personnel in New York and Chicago recently viewed a presentation, "Declaration of an Independent," by **KTLA**, Hollywood, and its representative, Peters, Griffin & Woodward. The presentation outlined the production, programming and merchandising values available to station advertisers.

• On Aug. 4 the **Montreal Gazette** published a 32-page special section devoted to bowling.

• **WKNB**, West Hartford, is marking its 15th anniversary with two special promotions. The "magic word" promotion entitles called listeners who can identify the magic word to 500 United Trading stamps. Courtesy passes to a nearby amusement park are given to listeners who send their own original birthday greetings to the station.

• "Bringing the Census up to Date," a brochure describing the role of the business economist in today's industry, has been issued by **Market Statistics**, 630 Third Ave., New York 17.

• More than 1,800 sets of plans for a home fall-out shelter were mailed free to listeners within a ten-day period by **WIP**, Philadelphia. The station, with the cooperation of the Philadelphia Civil Defense Council, made the offer following President Kennedy's "Berlin" address.

• During Chicago's International Trade Fair, **WBBM**, Chicago, broadcast three of its live musical shows from the fair.

• **Department of New Laurels:**

Playboy reports net paid circulation for the first six months of 1961 totaled 1,223,228 copies, a 12.13% increase over the comparable 1960 period. #

SELF-STICKING ADHESIVE WORLD'S MOST VERSATILE

IDEA NO. 197

This Cutie Is No Quitter!

Come rain, hail, sleet, snow and the "Ides of March" this giant (9 ft.) display can be depended on to stick to the job for The Atlantic Refining Co. of Philadelphia. The bold young lady with broom and mop ties in with crystal clarity to the theme announced on the service station window beside her. The impact pieces were created under the direction of Atlantic's Sales Promotion Production Mgr., James G. Yeager and silk screened on Kleen-Stik's super-tough Flex-Stik "B" by Display Company of America under the supervision of Harry Mazur.

Label Labels Label . . .

IDEA NO. 198

. . . On this Floating First Aid Kit made by Forest City Products, Inc. of Cleveland. To emphasize their "Gold Award" trade name, William E. Crofut, Jr., President and Russel W. Nielsen, Director of Purchases decided to add a gold foil label on top of the Kromekote label on the unsinkable polyethylene container. The result of the two labels, produced by Allen Hollander Midwest Corp. under the direction of Dick Wohlstein, is a striking 3-D effect. Naturally, both labels are printed on Kleen-Stik pressure-sensitive stock for ease of application, wearability and compelling visual effects.

Whether your needs call for weatherproof outdoor displays, or labels for labels—you'll find Kleen-Stik is the right answer. See your regular printer or write direct.

kleen-stik

7300 West Wil...
Chicago 31, ...

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.
Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....
Title.....
Company.....
Address.....
City.....Zone....State.....

ON THE GO—*This is the opening page and a spread from an 11-page ad scheduled for September Harper's Bazaar by Shwayder Bros., maker of Samsonite luggage, and three ready-to-wear manufacturers: Zelinka-Matlick, Helga, and Lilli Ann Knits. One page of each spread is in color, the other is in b&w. The ads show the various modes of modern transportation and the clothes and luggage to take along. Grey Advertising, Shwayder's agency, is handling the entire joint campaign, and Harper's Bazaar is merchandising the promotion by the four manufacturers to retail stores.*

'Sales/Marketing Today,' Successor to 'Salesweek,' Is Issued

NEW YORK, Aug. 15—*Sales/Marketing Today*, successor to *Salesweek*, made its bow last week. And with the recent rumpuses within the ranks in mind, the magazine invited all members of Sales & Marketing Executives International to vote on the organization's current activities.

The magazine is the official publication of SME, new name of National Sales Executives. It carries the slug, "Volume IV, No. 1," an indication that SME regards the publication as a continuation of the old *Salesweek*, published until last month by Vision Inc. *Salesweek* was left up in the air last April when Vision Inc. decided to pull out of the venture to cut its losses.

There were no ads in the 32-page first issue of the magazine. It will carry a few pages of advertising in the October issue, which is the annual report number. It also will have some fractional ad pages in the club directory section. Beyond that and an employment page in subsequent issues, *Sales/Marketing Today* will go without ads for about a year. The no-advertising policy was laid down by the executive committee. #

Perry-Brown Adds Account

Perry-Brown, Cincinnati, has been appointed advertising and public relations agency for Globe-Wernicke Co., Cincinnati manufacturer of business equipment and filing systems. Stepped up advertising, including an increase in distributed literature, is planned. Straucher & McKim Advertising is the former agency of record.

Fawcett Expands Plant

Fawcett-Dearing Printing Co., Louisville, has begun work on a 110,000 sq. ft. addition to its plant. The new addition, in combination with the recently completed additional storage and shipping facilities of 48,000 sq. ft., will bring the plant's total floor space up to 500,000 sq. ft.

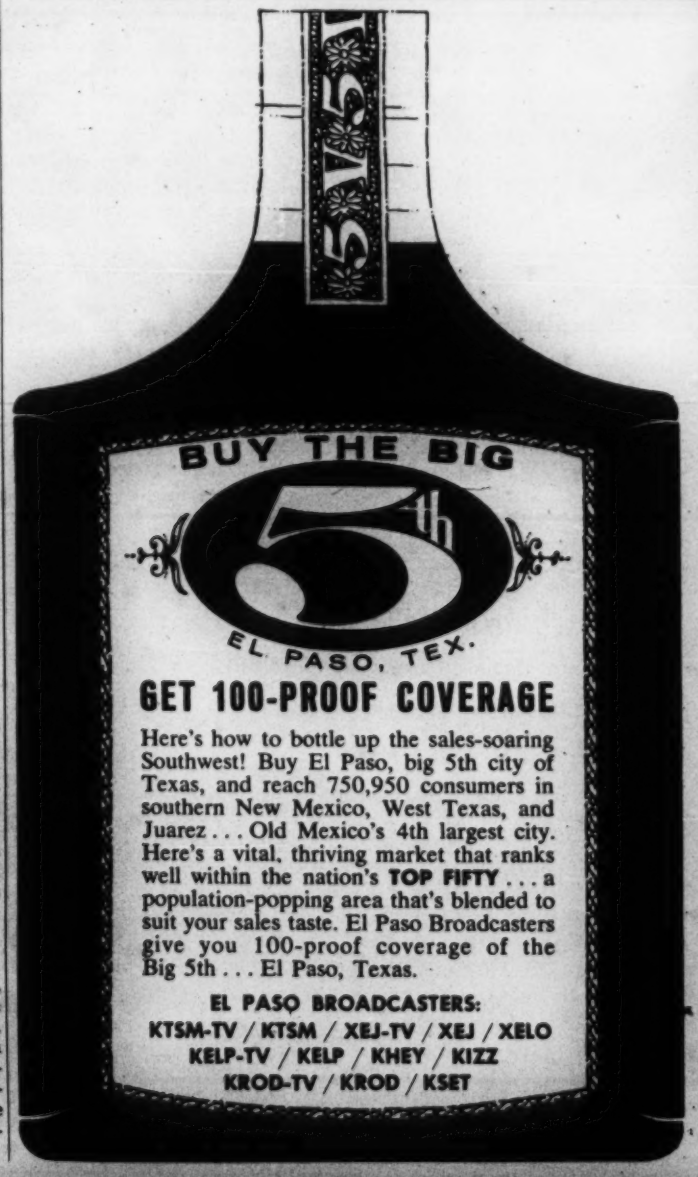
'Coronet' Staffers Join 'Bravo'

Two members of the advertising staff of *Coronet*, whose October issue will be its last, have joined *Bravo*, a magazine for concert audiences, which is scheduled to bow in September. They are Frank O'Connell, formerly *Coronet* western advertising manager, who has opened a magazine representative office in Chicago and will handle *Bravo* midwestern sales; and Rod Vandivert, formerly with *Coronet* in New York. They followed Laurence E. White Jr., previously eastern advertising manager of *Coronet*, who joined *Bravo* July 24 as advertising director.

Central Names Officers

Central Advertising Agency, Lima, O., has appointed Glen C. Webb board chairman and James M. Nellis president and secretary, succeeding the late Martin C. Nellis. At the same time Thomas W. Nellis has been named exec vp and R. H. Moore treasurer and general manager. E. T. Bunn, account executive, has been appointed director. Mr. Webb was formerly exec vp, J. M. Nellis was formerly a vp and T. W. Nellis was formerly a board member.

FOR QUALITY WORK ON
kleen-stik
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS


5th
BUY THE BIG
5th
EL PASO, TEX.
GET 100-PROOF COVERAGE
Here's how to bottle up the sales-soaring Southwest! Buy El Paso, big 5th city of Texas, and reach 750,950 consumers in southern New Mexico, West Texas, and Juarez . . . Old Mexico's 4th largest city. Here's a vital, thriving market that ranks well within the nation's TOP FIFTY . . . a population-popping area that's blended to suit your sales taste. El Paso Broadcasters give you 100-proof coverage of the Big 5th . . . El Paso, Texas.
EL PASO BROADCASTERS:
KTSM-TV / KTSM / XEJ-TV / XEJ / XELO
KELP-TV / KELP / KHEY / KIZZ
KROD-TV / KROD / KSET

August Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian Publications Reporting to Advertising Age

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Weeklies, Bi-Weeklies, Semi-Monthlies (July)								
Commonweal	9.7	9.5	88.7	122.6	4,071	3,990	37,251	51,492
Cue	79.3	74.3	510.3	520.8	34,033	31,889	218,925	223,432
Down Beat	48.7	46.7	347.9	314.7	20,440	19,628	146,118	132,188
Grit	20.7	18.2	160.8	170.4	20,731	18,204	160,753	170,361
Life	156.7	192.2	1,750.6	1,950.6	106,570	130,696	1,190,374	1,326,435
Look	99.6	107.9	855.9	895.0	67,694	73,379	582,012	608,593
†Newsweek	159.9	184.8	1,448.9	1,698.7	67,142	77,624	608,522	713,462
§New Yorker	189.7	219.9	2,530.2	2,780.5	81,367	94,356	1,085,461	1,192,826
‡National	189.7	215.7	2,530.2	2,723.0	81,367	92,529	1,085,461	1,168,158
‡Sectional	—	15.2	—	204.3	—	6,527	—	87,651
Presbyterian Life	6.9	7.8	86.8	87.6	2,884	3,285	36,517	36,876
‡The Reporter	36.7	15.0	319.0	230.8	15,376	6,301	133,941	96,959
Saturday Evening Post	125.8	192.8	1,215.4	1,728.5	85,574	131,117	826,505	1,175,408
Saturday Review	53.7	51.0	592.5	633.4	22,570	21,423	248,882	265,992
Sporting News	29.4	27.5	143.7	133.0	31,881	29,825	155,881	144,289
Sports Illustrated	84.2	99.9	1,023.6	1,082.4	35,383	41,995	430,067	454,661
Time	141.5	176.0	1,471.4	1,772.4	59,504	73,918	618,048	744,378
TV Guide	67.3	46.3	539.4	375.3	12,252	8,417	98,172	68,286
†U. S. News & World Report	162.8	175.5	1,395.7	1,679.7	68,376	73,710	586,194	705,474
Total Group	1,472.6	1,645.3	14,480.8	16,176.4	735,848	839,757	7,163,623	8,111,112

‡Not included in totals. †Five issues July 1961; four issues July 1960. ‡Two issues July 1961; one issue July 1960. §Total represents national advertising plus sectional at reduced decimal equivalent.

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Women's								
†Bride & Home	—	—	325.5	328.1	—	—	205,791	207,377
†Bride's Magazine	—	—	549.4	571.3	—	—	347,221	361,062
Family Circle	29.8	35.7	346.2	372.4	12,784	15,315	148,519	159,759
Good Housekeeping	56.8	65.4	597.3	682.5	24,347	28,050	256,242	292,802
Ladies' Home Journal	37.9	60.9	475.8	603.5	25,739	41,443	323,541	410,391
McCall's	58.4	75.3	653.5	670.2	39,742	51,188	444,383	455,752
‡Modern Bride	—	—	417.4	410.3	—	—	263,790	259,291
Parents' Magazine:								
*National Edition	53.4	51.6	443.1	493.7	22,883	22,157	190,156	211,800
**Metropolitan New York Ed.	55.2	57.8	475.4	544.7	23,695	24,775	203,938	233,616
**Pacific Mountain Edition	55.0	53.0	162.6	506.0	23,597	22,732	69,731	217,044
Seventeen	226.8	244.2	922.1	974.2	154,225	166,033	627,058	662,479
††Woman's Day	30.5	27.3	292.4	306.2	13,072	11,712	125,440	131,367
The Workbasket	30.7	36.8	246.7	290.7	6,024	7,221	48,364	56,981
Total Group	634.5	708.0	5,907.4	6,753.8	346,108	390,626	3,254,174	3,659,721

†Published quarterly in January, April, July and October. ‡Published bi-monthly; cumulative figures shown are for July issues. *Includes sectional linage prorated to circulation for regional editions and average decimal for partial runs. **Includes average decimal for partial runs. ††Figures include sectional linage prorated to circulation of regional editions.

General								
American Forests	9.1	24.8	105.4	142.1	3,822	10,416	44,268	59,682
American Legion	11.2	11.4	114.5	114.6	4,687	4,792	48,073	48,141
Argosy	16.5	17.4	149.2	143.7	7,084	7,470	64,095	61,637
Atlantic	20.7	34.1	298.2	334.9	8,701	14,328	125,255	140,680
†Car & Driver	20.5	35.3	239.2	306.9	8,602	14,805	100,481	128,894
Cavalier	13.9	12.9	112.6	169.1	5,969	5,538	48,315	72,583
Christian Herald	27.8	21.7	229.6	243.3	11,928	9,340	98,557	104,561
Columbia	4.7	7.9	67.7	72.8	1,952	3,335	28,419	30,591
Cosmopolitan	22.6	23.9	217.3	189.9	9,697	10,263	93,235	81,493
Ebony	48.5	66.3	505.6	601.4	33,017	45,151	343,834	408,964
‡Elks Magazine	7.6	9.1	95.7	98.1	3,195	3,904	40,964	42,341
*Esquire	46.1	38.1	490.0	558.9	30,979	25,603	329,280	375,581
Extension	18.6	12.6	126.8	114.2	12,812	8,641	87,267	78,593
Flying	47.7	45.0	398.6	431.0	20,021	18,917	167,391	181,124
Golf	17.2	14.6	183.3	115.5	7,376	6,276	78,632	49,530
Golf Digest	26.7	28.9	249.4	234.5	5,235	5,655	54,999	51,261
Gourmet	17.9	18.6	206.7	227.2	7,689	7,972	88,664	97,447
Harper's Magazine	13.6	29.4	284.4	312.4	5,723	12,344	119,452	131,232
Hi Fi/Stereo Review	29.2	23.2	342.1	302.9	12,277	9,723	143,686	127,231
High Fidelity	35.9	40.5	409.5	460.2	15,078	17,010	172,530	193,284
Holiday	45.5	51.7	690.3	812.6	30,945	35,168	469,395	552,558
Hot Rod	37.3	54.4	283.0	363.8	15,652	22,848	118,874	152,726
Improvement Era	16.2	18.2	179.4	197.3	6,783	7,657	75,353	82,852
Kiwanis Magazine	3.8	6.0	74.7	56.2	1,576	2,349	31,347	23,431
Lion Magazine	10.0	8.3	76.0	68.2	4,260	3,535	32,332	29,051
Motor Boating	72.6	94.3	1,033.3	1,304.2	42,679	55,448	607,550	766,897
Motor Life	14.5	14.7	100.4	129.5	6,104	6,174	42,154	54,404
Motor Trend	13.1	20.9	141.4	191.4	5,502	8,792	59,330	80,430
National Geographic Magazine	28.9	27.9	328.5	382.6	6,768	6,584	77,641	90,653
Playboy	30.3	26.3	263.8	185.1	12,737	11,052	110,804	77,750
Popular Boating	48.9	49.3	738.3	754.6	28,753	28,959	434,126	443,681
Popular Photography	59.8	61.8	518.1	558.4	25,133	25,960	217,610	234,528
Promenade	10.2	13.5	122.3	141.2	4,367	5,808	52,438	60,595
Reader's Digest	44.0	43.6	543.8	545.2	8,008	7,942	98,979	99,228
Redbook	28.3	33.1	319.5	300.0	12,154	14,187	137,079	128,689
Road & Track	30.0	28.0	245.6	255.0	12,600	11,760	103,152	107,100
Rotarian	3.5	3.3	102.1	53.8	1,450	1,384	42,845	22,582
Today's Health	19.3	20.6	167.8	187.9	8,279	8,837	71,902	80,623
Together	8.5	7.5	78.3	74.1	3,630	3,207	33,568	31,821
Town & Country	33.4	45.6	467.1	522.1	21,138	28,829	295,189	329,984
True	18.8	19.7	233.9	206.3	8,076	8,465	100,367	88,521
V. F. W. Magazine	8.5	10.5	81.6	80.3	3,564	4,395	34,255	33,722
Yachting	93.8	97.0	1,173.2	1,189.7	55,154	57,036	689,842	699,544
Total Group	1,135.2	1,271.9	12,788.2	13,733.1	541,156	607,859	6,213,529	6,736,220

NOTE: American Artist, Grade Teacher and Instructor not published July or August; next issues are September. †Formerly Sports Cars Illustrated. ‡Changed from 429-line page to 420-line page July 1961. *Total represents national advertising plus sectional at reduced decimal equivalent.

Home								
American Home	32.2	32.4	293.4	312.9	20,363	20,486	185,465	197,727
Antiques	51.9	53.5	469.5	490.0	15,251	15,718	138,047	144,049
Better Homes & Gardens	40.2	44.6	487.6	655.1	25,399	28,157	308,138	414,002
Flower & Garden	20.3	18.0	273.0	305.2	8,522	7,546	114,636	128,208
Flower Grower	21.2	20.0	352.2	401.9	8,928	8,388	147,951	168,801
House Beautiful	48.4	45.6	565.9	677.2	30,563	28,825	357,621	428,000
House & Garden	36.2	37.9	496.2	553.8	22,876	23,963	313,616	349,989
†Living for Young Homemakers	23.1	28.2	337.2	462.1	14,614	17,796	213,090	292,023
Popular Gardening	24.0	23.6	363.6	393.2	10,068	9,915	152,731	165,151
Sunset Magazine	82.8	88.4	952.2	1,046.1	34,767	37,157	400,044	439,482
Total Group	380.3	392.2	4,590.8	5,297.5	191,351	197,951	2,331,339	2,727,432

†1960 cumulative figures include sectional linage prorated to circulation of regional editions.

Fashion								
Glamour	98.3	124.2	696.4	728.7	42,161	53,272	298,760	312,608
Harper's Bazaar	68.7	60.8	632.0	627.4	43,468	38,526	399,424	396,542
†Mademoiselle	229.6	247.6	746.1	732.5	98,516	106,226	320,086	314,254
Vogue	103.9	133.4	823.6	1,029.6	65,649	84,310	520,484	650,676
Total Group	500.5	566.0	2,898.1	3,118.2	249,794	282,334	1,538,754	1,674,080

†Figures include sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV								
Dell Modern Group:								
Modern Romances	26.8	24.5	160.6	205.3	11,500	10,498	68,896	88,074
Modern Screen	14.3	19.8	101.9	134.8	6,146	8,512	43,709	57,841
Screen Stories	14.3	16.3	87.7	114.1	6,146	7,012	37,613	48,961
Fawcett Women's Group:								
Motion Picture	19.2	14.5	94.8	114.5	8,255	6,225	40,696	49,083
True Confessions	22.4	20.1	143.7	182.4	9,601	8,638	61,637	78,292
†Hillman Romance Group	—	—	18.6	28.0	—	—	8,040	12,159
†Hillman Women's Group	—	—	116.2	135.3	—	—	49,995	58,234
Ideal Women's Group:								
Intimate Story	31.4	31.0	182.5	196.8	13,483	13,304	78,293	84,411
Movie Life	31.4	29.9	177.4	191.0	13,481	12,857	76,114	81,958
‡Movie Stars	31.4	29.9	176.9	191.3	13,481	12,857	75,873	82,052
Personal Romances	31.4	31.2	180.0	191.0	13,475	13,388	77,220	81,958
TV Star Parade	31.5	27.4	175.9	181.1	13,523	11,750	75,483	77,676
*Macfadden's Women's Group:								
Photoplay	22.4	24.4	144.6	190.9	9,623	10,457	62,051	81,884
True Experience	14.9	12.6	79.5	105.3	6,393	5,412	34,108	45,187
True Love Stories	14.8	14.5	78.8	106.5	6,365	6,200	33,822	45,702
True Romance	12.5	12.6	79.2	104.7	5,370	5,398	33,959	44,909
True Story	35.3	43.7	334.6	394.8	15,136	18,765	143,540	169,372
TV-Radio Mirror	12.9	10.6	65.8	85.2	5,541	4,544	28,227	36,554
Secrets Romance Group:								
Confidential Confessions	17.6	18.8	135.8	151.5	7,531	8,055	58,264	64,987
Daring Romances	17.6	18.8	135.8	151.5	7,531	8,055	58,264	64,987
Revealing Romances	17.6	18.8	136.1	151.5	7,531	8,055	58,407	65,001
Secrets	17.6	18.8	136.1	151.5	7,531	8,055	58,407	65,001
**Silver Screen	12.1	10.1	96.5	84.8	5,198	4,335	41,384	36,374
Total Group	449.4	448.3	3,039.0	3,543.8	192,841	192,372	1,304,002	1,520,657

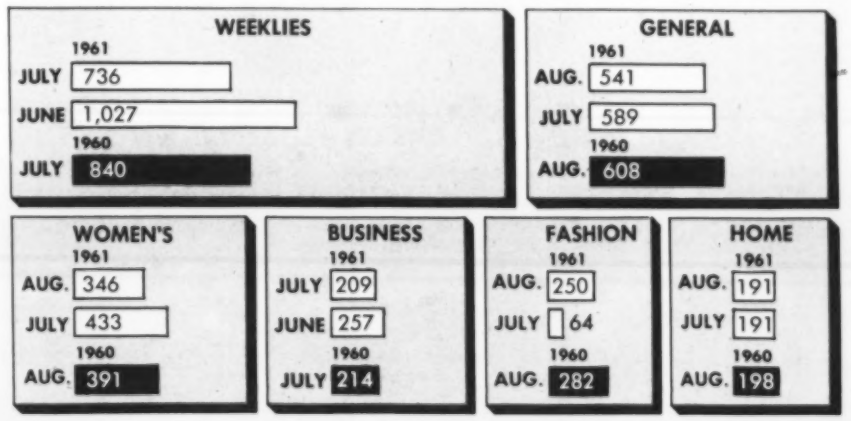
†July and August issues combined. ‡Fomerly Movie Star TV Close-Ups. *Formerly True Story Women's Group. **Alternates bi-monthly with Screenland.

§***Business (August)***								
†Business Management	27.3	48.5	387.7	416.1	11,445	20,370	162,820	174,776
Dun's Review & Modern Industry	42.9	49.0	527.5	622.7	18,034	20,604	221,349	261,170
Fortune	110.7	140.2	1,223.2	1,430.7	69,994	88,638	773,094	904,234
Nation's Business	39.1	38.9	367.3	445.1	16,403	16,320	154,240	186,897
Total Group	220.0	276.6	2,505.7	2,914.6	115,876	145,932	1,311,503	1,527,077

§Because current month linage figures for several publications are not yet available this group is broken into an August and a July section. †Formerly Management Methods.

Magazine Linage Trend

Figures in Thousands



	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Business (July)								
†Barron's	85.0	50.1	607.4	515.5	55,784	32,885	398,435	338,192
Business Week	300.2	362.4	2,320.9	2,891.7	126,080	152,221	974,778	1,214,497
Financial World	27.6	24.2	332.0	313.0	11,595	10,195	139,450	131,471
Forbes	37.5	45.4	391.8	419.4	15,757	19,066	164,555	176,135
Total Group	450.3	482.1	3,652.1	4,139.6	209,216	214,367	1,677,218	1,860,295

†Five issues July 1961; four issues July 1960.

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Farm Magazines								
Farm Journal: (mon)								
‡Central Edition	53.2	59.9	625.0	673.2	22,815	25,704	268,134	288,785
‡Eastern Edition	45.0	43.6	537.9	558.0	19,312	18,698	230,752	239,383
‡Southeastern Edition	32.7	40.6	434.4	463.5	14,020	17,411	186,348	198,825
‡Southwestern Edition	33.7	40.3	446.2	471.1	14,449	17,268	191,428	202,116
‡Western Edition	49.5	50.3	539.4	569.6	21,242	21,557	231,396	244,373
Average 5 Editions	42.8	46.9	516.6	547.1	18,368	20,128	221,612	234,696
Farm & Ranch—Southern Agriculturist: (mon)								
‡Southeastern Edition	20.3	24.7	243.3	267.5	8,723	10,578	104,409	114,771
‡Southwestern Edition	27.6	25.1	250.7	277.6	11,860	10,780	107,586	119,089
Average 2 Editions	23.2	24.8	246.3	271.4	9,946	10,656	105,646	116,452
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	41.1	43.0	513.4	581.1	27,918	29,251	349,105	395,141
‡Ga.-Ala.-Fla. Edition	46.6	45.1	529.1	583.4	31,673	30,682	359,778	396,726
‡Ky.-Tenn.-W. Va. Edition	44.4	43.7	483.2	543.4	30,250	29,707	328,552	369,525
‡Miss.-La.-Ark. Edition	44.5	44.6	494.2	536.6	30,241	30,313	336,038	364,868
‡Texas Edition	45.6	45.2	490.3	556.6	31,043	30,726	333,418	378,531
Average 5 Editions	44.4	44.3	502.0	560.2	30,225	30,136	341,380	380,958
Successful Farming (mon)	47.3	53.8	518.4	595.3	21,282	24,208	233,292	267,889
Total Group	157.7	169.8	1,783.3	1,974.0	79,821	85,128	901,930	999,995

‡Not included in totals.

Youth								
American Girl	43.9	39.3	181.3	193.6	18,832	16,873	77,761	83,03
Boys' Life	15.1	16.7	193.5	213.1	10,308	11,392	131,584	144,89
'Teen Magazine	12.4	17.1	97.9	122.8	5,194	7,196	41,146	51,54
Total Group	71.4	73.1	472.7	529.5	34,334	35,461	250,491	279,48

NOTE: Co-ed, Scholastic Magazine and Scholastic Roto not published June, July and August; next issues are September.

Mechanics & Science								
Mechanix Illustrated	44.4	48.1	458.1	516.9	9,941	10,765	102,597	115,77
Popular Electronics	52.3	37.4	377.5	382.2	11,708	8,366	84,560	85,61
Popular Mechanics	64.3	78.9	723.1	830.2	14,396	17,682	161,973	185,97
Popular Science	48.7	66.2	642.9	750.6	10,917	14,819	144,010	168,12
Science & Mechanics	37.3	68.4	388.0	336.7	8,346	15,326	86,939	75,43
Total Group	247.0	299.0	2,589.6	2,816.6	55,308	66,958	580,079	630,92

Outdoor & Sport								
American Rifleman	57.0	56.2	382.2	385.3	24,467	24,114	163,973	165,315

(Continued on Page 82)

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Field & Stream	53.3	52.0	499.2	540.2	22,869	22,320	214,142	231,729
Fur-Fish-Game	17.3	15.3	181.7	159.4	7,426	6,569	76,930	72,673
Guns	29.4	31.2	184.0	195.8	12,613	13,385	78,978	83,999
Outdoor Life	41.0	46.7	498.4	525.8	17,587	20,019	213,802	225,552
Sports Afield	39.8	39.6	421.9	451.0	17,034	16,988	180,969	193,473
Total Group	237.8	241.0	2,167.4	2,257.5	101,996	103,395	928,794	972,741
Detective & Fiction								
Dell Men's Group	6.3	11.1	71.1	92.4	2,695	4,756	30,491	39,647
Thrilling Group	10.1	10.8	67.2	62.8	2,269	2,411	15,042	14,069
Total Group	16.4	21.9	138.3	155.2	4,964	7,167	45,533	53,716
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	18.4	18.3	157.6	203.1	15,652	15,525	133,988	172,628
Family Weekly	32.8	30.9	308.4	297.1	27,875	26,268	262,279	252,438
Parade	35.1	36.9	380.6	417.1	29,852	31,334	323,538	354,540
This Week Magazine	44.3	41.3	467.3	530.3	37,619	35,119	397,173	450,744
Total Group	130.6	127.4	1,313.9	1,447.6	110,998	108,246	1,116,978	1,230,350

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Newspaper Sections (II) (July)								
(All other newspaper sections)								
Chicago Tribune Magazine	129.7	141.9	1,209.3	1,163.6	110,218	120,617	1,027,934	989,065
New York Times Magazine	122.6	127.6	1,813.6	1,879.1	104,230	108,501	1,541,598	1,597,263
Philadelphia Inquirer	73.3	84.8	691.0	849.6	62,710	72,082	587,866	722,223
Suburbia Today	8.9	9.8	115.0	112.4	7,593	8,299	97,741	95,458
Total Group	334.5	364.1	3,828.9	4,004.7	284,751	309,499	3,255,139	3,404,009

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Comics Magazines								
American Comics Group	7.0	7.0	56.0	56.0	2,646	2,646	21,168	21,168
Archie Comic Group	7.0	7.3	27.0	28.3	2,646	2,772	10,206	10,710
Harvey Comics Group	8.0	8.0	64.0	65.0	3,024	3,024	24,192	24,570
National Comics Group:								
Blue Unit	6.0	5.5	37.5	39.5	2,268	2,079	14,175	14,931
Red Unit	7.0	5.0	37.0	40.0	2,646	1,890	13,986	15,120
Total Group	35.0	32.8	221.5	228.8	13,230	12,411	83,727	86,499
Canadian								
Canadian Homes	10.3	21.9	202.8	289.4	7,026	14,890	137,932	196,790
Chatelaine:								
Canadian Home Journal	34.3	46.1	450.7	483.5	23,348	31,335	306,456	328,791
†Revue Moderne	25.8	—	311.0	—	17,509	—	211,447	—
Liberty	16.8	21.0	153.7	189.7	7,207	9,009	65,867	81,220
Maclean's	42.1	46.5	484.6	564.2	28,632	31,584	329,497	383,678
‡Le Magazine Maclean	14.6	—	160.7	—	9,902	—	109,264	—
The Montrealer	11.0	14.0	136.0	134.0	4,620	5,880	57,120	56,280
Reader's Digest:								
*Samedi	6.3	14.6	81.6	122.9	4,397	8,130	57,113	83,941
English Edition	60.0	60.3	667.8	721.8	10,920	10,966	121,531	131,359
French Edition	59.2	61.0	684.5	752.3	10,780	11,102	124,576	136,910
Revue Populaire	7.5	16.3	111.1	176.3	5,220	11,419	77,760	123,391
#Saturday Night	19.2	29.1	209.3	282.3	8,070	12,222	87,913	118,566
#Time-Canadian	83.1	125.1	875.9	1,050.3	35,210	52,885	367,815	441,105
Total Group	287.9	301.7	3,444.5	3,434.1	129,561	134,315	1,598,563	1,522,360

†First published October 1960. ‡First published March 1961. *Became monthly publication August 1961. #Not included in totals; as August figures were unavailable as this issue went to press July figures are shown.

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	5.0	7.3	56.2	156.7	4,544	6,601	50,545	140,973
Perspectives	44.8	45.7	503.1	514.6	43,744	44,571	490,589	501,770
La Presse	39.8	67.2	567.1	627.7	35,858	60,483	510,395	564,931
Star Weekly	37.3	60.1	516.3	672.9	32,672	52,606	451,797	588,803
Weekend Magazine	51.4	61.3	646.3	701.3	50,150	59,833	630,221	683,949
Total Group	178.3	241.6	2,289.0	2,673.2	166,968	224,094	2,133,547	2,480,426
§Foreign (August)								
Hablemos	10.7	15.8	109.8	158.0	8,946	13,272	92,190	132,594
Popular Mechanics:								
Popular Mekanik (Danish Ed.)	11.0	12.8	135.5	173.3	2,310	2,688	28,455	36,400
PM (Dutch Edition)	8.0	7.5	91.7	74.9	1,680	1,568	19,267	15,726
Mecanique Populaire (French)	14.8	13.8	194.4	192.1	3,315	3,091	43,545	43,030
Mecanica Popular (Latin America):								
Brazil (Portuguese)	27.5	20.5	151.3	156.0	6,160	4,592	33,901	34,944
Populare Mechanik (German)	4.0	3.3	42.6	34.3	896	739	9,541	7,688
Mexican-Caribbean (Spanish)	15.0	22.2	146.5	198.5	3,360	4,970	32,815	44,450
So. Hemisphere (Spanish)	10.5	14.8	86.6	109.8	2,352	3,318	19,409	24,598
Popular Mekanik (Swedish)	4.0	7.5	60.9	85.9	840	1,568	12,780	18,032
Total Group	105.5	118.2	1,019.3	1,182.8	29,859	35,806	291,903	357,462

§Because current month linage figures for several publications are not yet available this group is broken into an August and a July section.

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Foreign (July)								
†Life International	79.6	78.2	532.6	560.2	54,230	53,210	362,270	380,970
European Edition	70.5	—	113.7	—	48,025	—	77,435	—
Life En Espanol	38.6	40.0	267.7	324.3	26,350	27,200	182,155	220,575
Mexican Edition	55.0	57.4	374.5	431.5	37,400	39,100	254,745	293,505
Caribbean Edition	56.6	57.6	400.1	468.3	38,590	39,270	272,085	318,495
Newsweek:								
‡Pacific Edition	105.6	81.0	710.8	721.5	44,335	34,020	298,447	303,030
‡European Edition	105.1	83.8	624.6	566.1	44,134	35,175	262,336	237,749
Reader's Digest:								
Arabic	25.0	30.0	211.0	264.5	4,550	4,920	38,402	43,378
Argentine	60.5	65.0	340.0	339.0	11,011	11,830	61,880	61,698
Australian	58.3	69.5	411.8	473.5	10,602	12,649	74,938	86,177
Austrian	58.0	57.0	426.0	437.0	10,266	10,374	75,402	79,534
Belgian	46.0	39.0	382.5	344.5	8,602	6,825	71,528	60,288
Brazilian	95.0	96.0	562.5	554.5	17,290	16,800	102,375	97,038
British	59.0	72.5	460.0	556.0	10,974	13,485	85,560	103,416
Caribbean	37.5	50.0	309.0	445.5	6,825	9,100	81,081	81,081
*Chilean	30.5	—	170.0	—	5,551	—	30,940	—
Danish	26.5	31.0	222.8	267.0	4,823	5,270	40,541	45,390
Dutch	41.5	37.0	418.0	410.0	7,553	6,734	76,076	74,620
Finnish	19.0	21.0	172.0	179.0	3,458	3,906	31,304	33,294
French	99.5	105.0	803.5	840.0	18,607	18,375	150,255	147,000
Swiss French	26.0	25.0	230.0	198.5	4,862	4,375	43,010	34,738
German	78.0	79.0	749.0	747.0	13,806	14,378	132,573	135,954
Swiss German	30.0	29.0	261.3	241.3	5,460	5,278	47,562	43,922
Iberian	83.0	77.0	625.0	526.7	14,857	14,014	111,875	95,854
Indian	58.0	46.0	390.0	344.0	10,788	8,372	72,540	62,608
Italian	60.5	63.5	568.0	543.5	11,011	10,922	103,376	93,482
Japanese	60.5	41.0	251.0	251.5	10,406	6,888	43,172	42,252
Mexican	41.5	38.0	285.5	308.0	7,553	6,916	51,961	56,056
New Zealand	45.3	40.0	272.3	237.5	8,236	7,280	49,550	43,225
Norwegian	31.5	29.0	337.5	298.0	5,418	4,930	58,050	50,660
Overseas Military	44.0	41.0	296.0	284.0	8,008	7,462	53,872	51,688
South African	82.5	67.0	499.0	517.0	15,345	11,993	92,814	92,543
Southern Hemisphere	17.5	18.5	125.5	144.5	3,185	3,367	22,841	26,300
Swedish	23.5	43.5	386.0	386.5	4,371	8,091	71,796	71,889
Time International:								
Time-Atlantic	117.2	125.0	825.2	902.5	49,210	52,500	346,570	379,015
Time-Latin American	88.8	86.8	595.0	652.1	37,240	36,400	249,900	274,190
**Time-Pacific	—	100.0	—	692.1	—	42,000	—	291,025
Time-Asia	98.0	—	667.5	—	41,160	—	280,315	—
Time-South Pacific	70.1	—	465.1	—	29,785	—	195,650	—
Vision:								
††Visao (Portuguese Edition)	128.0	168.0	908.2	1,030.3	53,760	70,560	381,430	432,740
Mexican Edition	95.0	136.2	681.8	733.8	39,990	57,190	286,370	308,210
Spanish Edition	83.0	113.5	570.7	591.0	34,860	47,670	239,680	248,220
Total Group	2,529.2	2,438.0	17,902.8	17,812.2	822,487	768,829	5,564,662	5,501,809

†Three issues July 1961; two issues July 1960. ‡Five issues July 1961; four issues July 1960. *First published September 1960. **Time's Pacific edition was split into two editions—Time-Asia and Time-South Pacific—as of January 1961. ††Four issues July 1961; five issues July 1960.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 57 OF "THE NEW BOSTON" STUDY.* IT SETTLES AN OLD ARGUMENT.

FOR YEARS WE HAVE MAINTAINED THAT THE DUPLICATION BETWEEN THE MORNING HERALD AND EVENING TRAVELER IS ONLY 12%. FOR YEARS THE GLOBE HAS HELD THAT OUR SELF-DUPLICATION WAS NEARER 30%.

YOU WILL NOTE THAT "THE NEW BOSTON" STUDY SHOWS DUPLICATION BETWEEN THE HERALD AND TRAVELER TO BE 11.1%.

MORNING Herald-Traveler EVENING

BOSTON'S HOME-DELIVERED NEWSPAPERS

Represented nationally by Sawyer-Ferguson-Walker

* Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

In '60 Small Town Druggists Hiked Ads: 'American Druggist'

NEW YORK, Aug. 15—Small town druggists boosted their newspaper advertising expenditures in 1960 to $10,735,539 as compared with $9,958,567 in the previous year, according to a report in the July 24 issue of *American Druggist*.

The survey, taken in municipalities inhabited by fewer than 10,000, showed a gain of 7.8% over 1959, which represented the sixth consecutive annual increase in total expenditures.

The study also showed that, while expenditures went up, there was a drop in the number of advertisers for the first time in four years. This circumstance, the magazine reported, probably resulted from the fact that in 1960 there were 66 fewer drug stores in under-10,000 communities than in 1959.

The study pointed out that 66.8% of the stores—11,871 out of 18,607—advertised in newspapers in 1960 while 65.4% bought space in 1959. No explanation for the percentage decline was given. #

Carney to 'Handling & Shipping'

Charles J. Carney Jr., formerly of Carney & McReynolds, Chicago industrial consultant, has been appointed special sales representative of *Handling & Shipping*, published by Industrial Publishing Corp., Cleveland. Mr. Carney will work as packaging specialist, calling on all packaging manufacturers east of Chicago. His office is in Chicago.

Proviso for Ads in Commerce Export Magazines Dropped

WASHINGTON, Aug. 15—Legislation authorizing a big expansion in the export trade promotion activities of the Department of Commerce was approved by the Senate commerce committee last week, but without the provision which would have allowed the department to establish new ad-carrying magazines for overseas distribution.

The plan for ad-carrying magazines had been strongly protested by advertising and publishing groups, which regarded it as unfair government competition with private industry. In the face of protests, Sen. Claire Engel (D., Cal.), sponsor of the export trade promotion bill (S. 1729), promised that the controversial feature would be dropped before the bill was reported out of committee.

■ The Engel bill is expected to reach the Senate floor this week, and to pass the Senate before adjournment. Its future in the House is uncertain. Publishing groups have signified support, once the proposal for ad-carrying magazines has been eliminated.

Meanwhile, Commerce Secretary Luther Hodges has announced extensive revision of the department's overseas activities. A new bureau of international operations, which will direct the department's services to exporters, as well as its trade fair and trade mission program, will be under the direction of L. E. Scriven, well known former Chicago marketing executive, who joined the department early this year as director of the office of international trade fairs. #

Katz Appoints Three

Rodney Keeney has been transferred from the San Francisco office of Katz Agency, media representative, to the company's newspaper division in Los Angeles, where he has been named manager. He replaces Daniel Nielsen, who resigned. Norman G. Andrus Jr., previously with the display advertising staff of the *Oakland Tribune*, has been named to the post formerly held by Mr. Keeney. Charles J. Windhorst, formerly an account executive at Compton Advertising, has joined the Katz tv sales staff in New York.

Harrington, Righter Names 4

Harrington, Righter & Parsons, New York, radio-tv station representative, has named Willis W. Ingersoll, formerly with Katz Agency, an account executive. Leonard C. Feldman, previously with NBC, has joined Harrington as research director, replacing Howard Shepard, who resigned. Peter T. Childs, previously with Branham Co., has joined the company's Chicago office, replacing Bob Gilbertson, who has been transferred to the New York headquarters.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

FLYING CARPET—*American Cyanamid Co., New York, will promote its Creslan acrylic fiber to consumers when it runs this one-minute commercial for Cloud 9, a scatter rug manufactured by Collins & Aikman. The tv ad, which will run 10 to 13 times in each of the 20 major markets the week of Oct. 9, shows a flying rug which drifts into a living room and settles on the floor. Copy asks: "Ever dream of living on a cloud . . . now you can because Creslan acrylic fiber is bringing 'Cloud 9' down to earth." American Cyanamid will pay for the television campaign, which will be placed through Ben Sackheim Inc., New York.*

Admen Won't Loosen Purse Strings to Back Film, Klein Protests

LOS ANGELES, Aug. 15—A plan to produce an animated film detailing the benefits of advertising to industry and to the nation's economy has been shelved due to "lack of support" within the ad business itself, according to Earl Klein, president of Animation Inc. here.

Mr. Klein, whose company specializes in animated commercials, said that despite his offer to produce such a film at cost, he has failed to drum up interest in the project from any quarter in the ad business.

"The Four A's, for example," Mr. Klein said, "told me, you do it and then we'll see what we can do about it." He said that this and similar attitudes by other groups within the advertising business, made him reluctant to proceed with the project and has forced him to shelve the idea, which is currently only in the first-draft script stage.

■ He said that despite his willingness to finance the deal himself, no one in the ad business so far has offered anything but moral support.

"It's not necessary for anybody to pledge capital for this project," he added. "I'd be willing to pay the cost of the film if each of the ad groups would pledge to buy at least 20 prints apiece."

Mr. Klein said that an animated film of 15 minutes' duration normally runs a sponsor about $25,000, with prints at $175 each. He said he feels so strongly about the need for the industry to explain its role in the nation's economy, he would produce the picture for the minimum cost of $15,000, and offer prints at $75, or less than half price.

Mr. Klein pointed out that he has considerable experience in the ad and animated fields, and is currently producing a short animated film on inflation, as well as a film for the American Medical Assn. #

News Publishing Buys 'Jamestown Post-Journal'

News Publishing Co., Wheeling, W. Va., has purchased the *Post-Journal*, Jamestown, N.Y., from the Jamestown Newspaper Corp. for an undisclosed price.

The News Publishing Co., a part of the H. C. Ogden Newspapers, publishes 13 newspapers in West Virginia, including the *Wheeling Intelligencer* and *News Register*. J. Robert Nelson will continue as general manager of the *Post-Journal*.

Tombras Launches Art Studio

C.T.A. Studio of Advertising Art has been formed as a division of Charles Tombras & Associates, Knoxville, Tenn., agency. The new art service is supervised by John Payne, vp and creative director of the agency. Walter Simpson is general manager of the new division, with Lee Roy Roberson serving as studio account manager.

Carter, Pinson Names Franklin

Robert E. Franklin, formerly account supervisor of Fuller & Smith & Ross, Chicago, has been appointed exec vp of Carter, Pinson, Milner, Chicago marketing and merchandising company. Mr. Franklin has also been elected to the company's executive committee.

FREE SAMPLING OPPORTUNITY

In Test City, U.S.A. (Columbus, Ohio). The only cost is your product . . . 23 gross. Write to: Ralph Hemming, c/o Columbus Dispatch—Citizen-Journal, Columbus 16, Ohio.

JERRY LEWIS STARS IN HIS OWN PRODUCTIONS / RELEASED BY PARAMOUNT

Record breaker! Too many companies reel in whopping sales, but wind up with small fry profits. If you're in the same boat, here's a whale of an opportunity to cut paper costs on sales folders, brochures and other printed material—*and maintain finest quality.* As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free tests sheets* from your Consolidated Paper Merchant. He'll help you land bigger profits.

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The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Workshop Participants Hail 1961 Version as Most Inspiring One Ever Held

To the Editor: I attended the Creative Workshop last week and was delighted with the entire program. You are providing a kind of creative stimulation at these workshops which is unique.

Stan Freberg's talk on Thursday was a classic and I would like to have others enjoy it. Would you send a tape of Stan's talk and also one including Virginia Graham's presentation . . .

Daniel F. McNertney,
Advertising Superintendent, State Farm Mutual Automobile Insurance Co., Bloomington, Ill.

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To the Editor: Congratulations on another inspiring Creative Workshop! Everyone in advertising should attend these sessions—then our industry's "image" (how tired I'm getting of hearing that word) would be brightened considerably.

But to the point of this letter: I would like to order tapes of Mitch Leigh, Stan Freberg and Bill Bernbach . . .

Again, thanks very much for another great Workshop, and good luck in your planning for the fifth annual.

James A. Boyce,
Associate Creative Director, Hoffman, York, Paulson & Gerlach, Milwaukee.

•

To the Editor: A bouquet to all those who participated in and made possible your fourth annual Creative Workshop, from which I have just returned. This was a most stimulating session which has given me (and I hope others) new standards at which to aim our own creative output. Returned feeling as if my battery had been recharged . . .

James W. Carey,
President, Carey Advertising, Ithaca, N.Y.

•

To the Editor: Your Creative Workshop was certainly most helpful this year and I think Charles Dillingham and I came back with a number of creative ideas.

As a suggestion for next year, I would like to see more emphasis placed on research and how to take research and turn it into creative channels . . .

Sutton Marks,
Gordon Marks & Co., Jackson, Miss.

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To the Editor: I want to tell you that the Advertising Age Creative Workshop was most stimulating and informative. I was very much impressed with the content of your entire program.

James P. Boyer,
Production Dept., WTHI, WTHI-TV, Terre Haute, Ind.

•

To the Editor: Sincere congratulations to you on the 1961 seminar!

What a job you fellows do. You are not satisfied with equaling former years—each one is an improvement.

You will be interested in Kim Jepson's remark Tuesday night, after the first session has been worth the price of the entire seminar."

Nate Fry,
President, Quality Advertising Co., Lansing, Mich.

•

To the Editor: When one is inflamed and angered over something, one often writes letters of condemnation. All too often when one is satisfied and happy, one neglects to write letters of commendation.

I wish you to know I enjoyed the Workshop very much. It was generally entertaining and always enlightening. I am recommending that Northern Illinois Gas Co. make yearly attendance at the Workshop a policy.

Congratulations, too, on a splendid job of organization.

Donald J. Kaiser,
Advertising Assistant, Northern Illinois Gas Co., Bellwood, Ill.

•

To the Editor: Please send me tapes of the sessions I have marked. Incidentally, the Workshop sessions were extremely beneficial and reflected excellent planning and forethought.

S. R. McIntee,
Product Manager, General Mills Inc., Toronto.

•

To the Editor: I should like to congratulate you on your jam-packed, fast-moving fourth annual Advertising Age Creative Workshop.

In the case of someone like myself, an old-time copywriter living abroad, it gave me a panorama of advertising as practiced today in the U.S.A. Some of the stuff was fresh and provocative. Much of it served as a reminder that the old basic principles of how best to communicate with the public have not changed . . .

Bessie Galbraith,
Bessie Galbraith S.A., Mexico City.

•

To the Editor: . . . I cannot remember when I ever spent as interesting and as profitable three days and nights . . .

I now regret, more than ever, that I was unable to attend any of the previous Summer Workshops, as I now know what I missed. You may be sure that I will be there next year . . .

Joe W. Edwards,
Midwest Representative, Animation Inc., Hollywood.

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To the Editor: Let me commend you on the wonderful session that you put together last week. This was my third consecutive year and the Summer Workshop is improving every year.

Nick G. Takton,
Advertising Manager, Clark Oil & Refining Corp., Milwaukee.

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To the Editor: In addition to our five "regulars," four other staff members attended portions of your Workshop—so nine of us were exposed. So that it doesn't fade, we have a "progress planning" session scheduled right after Labor Day, in which we're going to establish specific creative and developmental goals (as well as economic).

To all of us, the Workshop continues to be the most valuable activity in the entire advertising business—because it is, by far, the most productive of practical creative stimulation.

Wesley Aves,
President, Aves Advertising Inc., Grand Rapids, Mich.

For the first time this year, much of the Creative Workshop proceedings was put on tape, and eight reels of such tape, some containing a single session or feature, others containing two or three presentations, are now available on order.

Tapes cost $5 for a single tape, three for $12, with additional tapes available at $4 each. Each tape contains approximately 2 hours of recording, at 3¾ inches per second. Write Advertising Age, 200 E. Illinois St., Chicago 11, for details and order form.

• • •

'Realites' Ad Precedes Maybelline by 7 Months

To the Editor: I was most astonished to note a story in your July 17 issue on Maybelline's basing a $1,000,000 print campaign on a single ad, especially when,

COME ALONG
AND BE HELD CAPTIVE!

Jazz . . . "fog" . . . Ville . . . St. Tropez . . . Sun. What magnetic meaning have these to the youth of France? Come along with us. *Realités* magazine, for a dazzling Continent, brimful of new ventures, attitudes, patterns, that might captivate you completely.

Each month *Realités* takes you on an escapade with professional camera and pen down the many different avenues of life on the Continent: the arts, current events, fashion, food, philosophy, politics, travel—topics of great interest . . . topics of delight, always the things that make European living all-enveloping.

Be intellectually engrossed . . . be entertained by France's foremost commentators and journalists. Keep *Realités* within arm's reach to see, perhaps study, the valuable collection of paintings and photographs ingeniously reproduced on heavy varnished paper. You might even agree with the critics who call this "The Most Beautiful Magazine In The World."

Mailed from Paris each month, *Realités* is available in English-language or French-language editions. Today, treat yourself, and particular friends or relatives, to the thoroughly lavish and rewarding experience of "living in Europe" . . . for a year.

Available by subscription only. $15.00 a year (12 issues)

Réalités

REALITES in America, Dept. 56
301 Madison Ave., New York 17, N.Y.
Please enter my subscription to REALITES:
☐ English Edition ☐ 1 year (12 issues) $15
☐ French Edition ☐ 2 years (24 issues) $25
NAME
ADDRESS
CITY ZONE STATE
Above subscription is a ☐ Gift ☐ My own
☐ Payment enclosed. ☐ Please bill me.

as you will note by the attached, the ad is so amazingly similar to one which we have been running for the past seven months. . .

Axel Tourmente,
Executive Vice-President, Realites in America Inc., New York.

• • •

Background, Humorous Copy Sell Italy to Australians

To the Editor: I have taken the liberty of forwarding under separate cover a selection of the creative advertising this agency prepared for Alitalia (Italian) Air-

"YOU WON'T JUST LEAN...YOU'LL FALL FOR ALITALIA"

June 16 Alitalia begins weekly jet flights from Sydney to Europe and return world famed service. Continental luxury and foods for not a penny more

ALITALIA AIRLINES

lines when the firm introduced flights from Sydney to Rome in June, and the current campaign on its behalf.

I feel you will appreciate the theme of the separate campaigns with their emphasis on Italian backgrounds and settings and the use of deep white space to gain maximum attention. We also had a favourable reaction to the semi-humorous tone in copy.

The initial campaign was concentrated in metropolitan newspapers in all states, and the follow-up campaign was of a similar pattern with added emphasis on those metropolitan newspapers with a wide provincial circulation.

The client feels the campaigns have effectively "sold" the name of Alitalia and that much increased business will accrue as a result.

Harry Woolf,
Managing Director, Goldberg Advertising, Sydney, Australia.

• • •

Incorrect Address Given for 'Go's' New Dearborn Office

To the Editor: Thank you very much for carrying the announcement of the opening of our new Dearborn office in the Aug. 7 issue of Advertising Age.

Unfortunately the address shown in the article is incorrect, and possibly you may wish to print a correction in your next issue. The correct address is 2547 Monroe Blvd.

K. R. Casford,
Publications Manager, *Go—Transport Times of the West*, Los Angeles.

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Jamian Hasn't Handled Seeman Account in 5 Years

To the Editor: We note that [AA, July 31] carried the announcement to the effect that the James Seeman Designs account had been given to Arndt Preston Chapin, etc. And, that the account had formerly been handled by Jamian Advertising.

Please be advised that we have not handled this account for a period of more than five years and are reasonably certain that other agencies were involved in the interim.

It is always embarrassing to lose an account, but doubly so to lose one that you have not had . . .

Mel Sweet,
Vice-President, Jamian Advertising & Publicity, New York.

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Fashion Note for Gladys

To the Editor: We continue to enjoy [Gladys the Beautiful Receptionist's] weekly quips about advertising, particularly since they are always up to date with current issues in the advertising field. For this reason we are most surprised that [she hasn't] kept up with the latest fashion trends. In looking over [her] attire illustrated in the July issue of Advertising Age, we would guess that [she is] about two-and-one-half years behind time as far as skirt length, cut of suit blouse and shoe fashions.

Is she waiting for these fashions to return in 1964?

Robert B. Phillips,
Richard C. Lynch Advertising Co., St. Louis.

• • •

Ads Are Designed to Sell Goods, Not Win Awards

To the Editor: For years I have been reading the farfetched criticism in the Creative Man's Corner and disagree with the forced comments about 90% of the time.

Advertising is primarily intended to sell goods and services and not to win awards. Though I will admit awards are gratifying to the agency involved.

The public does not look at an ad the way an advertising man does. I would like to bet anyone, anything, that they have never heard an average citizen (?) look at an ad and exclaim, "My God! 72 point ultra Bodoni lower case staggered heading in reverse with 8 point Airport medium copy! We'll *never* buy *that* product!"

I have seen people on busses, trains, hotel lobbies, etc., read the

to start a trend . . . in the farm market

Sell the "open-mind" of the young farmer — the big-influence market of modern, educated farmers.

275,000 strong

The National Future Farmer
BOX 29
ALEXANDRIA, VIRGINIA
ROckwell 8-1212

The magazine for the young man on the farm

WAVE-TV viewers do 28.8% more LAUNDRY

—use 28.8% more soaps, detergents, bleaches, bluings and starches!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

ads of some discount house or supermarket (God knows among the worst ever conceived) from top to bottom and flip the page of some four-color award winning ad as if it never existed. I will admit this is heartbreaking.

I am by no means unaware of a good layout or outstanding illustration . . . but the average Mr. and Mrs. Public don't know a halftone from a woodcut.

The writer of your "Creative Man's Corner" is in love with his own words and making a fetish out of advertising. Ask any client which would he rather see, gold in his till or gold in an award metal. If an ad *sells* it is a good ad regardless of its award winning possibilities.

John Marks,
Art Director, Harry J. Patz Co., Baltimore.

• • •

Send Lawmakers Gift of AA to Show State of Advertising

To the Editor: Much has been said from podiums, editorial columns, and the "Voice of the Advertiser" about the advertising industry's current public image problem. Yet, James L. Bottomley's letter in the Aug. 7 "Voice" really struck me as sound. Pointing out that advertising is a necessary marketing function in this century he regards debate about it as foolish. Whether they abolish agencies, eliminate all discount structures, censor media content, or tax advertising funds, business men will find suitable and least-cost ways of telling people about their products and why they should buy them.

Mr. Bottomley pointed to the great need for national organizations to get accurate information about legislation to lawmakers. On the individual level, it is my suggestion that people buy their representatives or senators gift subscriptions to ADVERTISING AGE.

He may not read it personally, but for sure his staff will, and the result will be the same. By reading AA week after week, frank news of our industry's groping attempts to bring order into its own house, news of large and small agencies' struggles to keep and gain accounts, accounts of the endless battles between media and between "research" and "creativity," it may dawn upon Washington that advertisers and their agencies are not as all-powerful as sideline critics have concluded.

After all, if agencies and advertisers could really exert such magical powers, why haven't they turned them upon their clients and competitors?

Lawrence E. Freeman,
Chicago.

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Harvey Probber Ad Stands Out from Other Quality Ads

To the Editor: About that Harvey Probber ad (criticized in Jim Woolf's column, Aug. 7).

Woolf damns the ad for the thing that makes it great: It does not fall into the same pile as most other "quality" ads.

He thinks this is terrible. I think it is terrific. From headline to closing.

Julian Koenig's copy is enticing. Convincing. And it reads the way people talk. Most "quality" ads don't. Just read them. They are pompous and precious and cluttered with cliches: *Discriminating Choice. Finest. Distinguished. Highest Quality. Standard of Excellence.* Pooh. And pooh again.

I like the Harvey Probber ad. It is inviting. And intriguing. And persuasive as all get out. It will probably sell Probber's tables by the trainload. I hope it does.

Guy Durham,
Batten, Barton, Durstine & Osborn, New York.

Townsend Macdonald Dorian Nolting Taylor

NETWORK—*Agency people scrutinize panels of their best campaigns at the recent meeting of the Mutual Advertising Agency Network in Chicago. Arch Macdonald, advertising consultant, presides over the critique session as Mark Dorian, of Smith & Dorian, New York; Bob Townsend, of R. S. Townsend Inc., Kansas City, Mo.; Rolla Nolting, of Perry-Brown, Cincinnati; and Jim Taylor, of James C. Taylor Jr. Advertising, Ottumwa, Ia., discuss ads for Columbian Bronze Corp., a Smith & Dorian client.*

Bryson Book Offers Aid to Businesses Operating Abroad

NEW YORK, Aug. 16—George D. Bryson, who opened Young & Rubicam's first overseas office in London in 1945 and who later organized and developed the international division of General Foods Corp., has written a guide for the American business executive sent to run an overseas operation.

Mr. Bryson's 240-page book, "American Management Abroad" (Harper & Bros., $5.00), covers the main problems faced by a foreign manager. Two of the nine chapters are devoted to marketing.

The gist of Mr. Bryson's advice seems to be: Familiarize yourself with local customs and stay flexible.

"Modern marketing methods are the primary new ingredient which the American can bring to the foreign situation," he says—but he warns against the assumption that "the foreign marketing situation is simply an extension of the American one." He advises foreign managers to have "the courage to insist on the American approach when appropriate and to alter it when necessary."

■ Along the way Mr. Bryson recounts some experiences from his own career. To illustrate his point that a good legal advisor is important, he recalls the troubles Y&R had with a huge animated outdoor display it had erected for Tide in Piccadilly Circus. The local council in London had objected to the display, and an early morning meeting was arranged in Piccadilly Circus between representatives of the agency and the council. Y&R's legal counsel was Allen & Ovey, whose senior partner, Sir George Allen, was one of the advisors to Edward VIII at the time of his abdication. Because of his connection with the royal family, Sir George was permitted to use a special royal insigne on his Rolls-Royce.

"While the representatives of the council and the agency were in session in a bleak morning mist," Mr. Bryson writes, "Sir George—informed of the projected meeting—drove up in his Rolls, got out and looked admiringly at the sign. The council members recognized the royal insignia and stood respectfully aside. Sir George drove away.

■ "Later that day, the agency was advised that there would be no further objection to the operation of the display. No one ever knew how much effect the presence of the Rolls-Royce with its royal insignia had, but we did know that it was most unusual for Sir George to be in Piccadilly Circus at that hour."

Mr. Bryson is now living in Italy and working as a consultant. #

Mutual Uses Breaks on Radio Shows to Pique Buying Interest

NEW YORK, Aug. 16—The Mutual radio network is using some commercial breaks on its newscasts and other shows to perk up business.

The technique has been to try to pique consumer interest in a wide variety of goods and services by bombarding listeners with subtle and not-so-subtle hints.

As a sample of the approach, this gratis spot for air-conditioning: "Air-conditioning is designed to keep you comfortable, when it's hot. Frankly, we don't care whether it's done by the sigma function or rubbing two sticks of gum together. There are dozens of excellent brands of air-conditioners on the market today . . . for what they give you in comfort, they're the greatest bargains on earth."

■ There are quickie spots for American cigarets—the standard of the world—and suggestions that it's good to get the vitamin habit: "What's a midget dynamo that has the power to bring you health, strength and beauty as nothing else can? It's a vitamin tablet. Get the habit. Start using your favorite vitamins today. See how much better you feel."

Cosmetics have been boosted as the gal's "really great friend"; the local bank has been praised as a worth while institution that should be patronized, and frozen foods lauded as marvels of the age.

■ There have also been free announcements aimed at spurring the purchase of insurance, shoes, home improvements, carbonated beverages, photographic equipment, electric appliances, and trips to near and faraway places, among other things.

There are even general promos for the use of soap. To wit: "Queen Isabella of Spain is supposed to have boasted that she took only two baths in her life: One when she was born—the other when she married. This may be the real reason Columbus was so anxious to get to America."

This on-the-air campaign was put together by Hal Gold, Mutual public relations director, and Jay Victor Associates, Newark. Scripts for similar spots to be aired locally are made available to stations. #

'Modern Server' to Go Monthly

Blackburn Publications' *Modern Server & Liquor Store* will change from a bi-weekly tabloid to a monthly magazine with the September issue. The new 7 x 10" publication will continue to offer four separate editions with a total circulation of 90,000. Ad rates will be changed slightly from the current rates, which vary according to the edition, the publisher said.

Harvey-Massengale Adds Two

Harvey-Massengale Co., Atlanta, a division of Street & Finney, New York, has been named advertising agency for two new accounts: Peachtree Doors, manufacturer of bath enclosures and sliding glass patio doors, and Tasty Juices, packer of frozen apple juice. Both companies are in Atlanta.

• *for Ad Agencies Who*

MUST DELIVER!

YOUR CLIENT'S NAME HERE

Gold-Plated. 18 Kt. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

BUYINGEST MARKET IN AMERICA...

METROPOLITAN ODESSA (Texas)

1st IN THE NATION...

...with $5,887 RETAIL SALES per household

SM. May 10 1961

SELLINGEST NEWSPAPER

ODESSA AMERICAN

...the only newspaper with the circulation strength and influence to sell Odessa and the rich, ten-county market!

Represented nationally by TEXAS DAILY PRESS LEAGUE, INC.

Watkins Bailey Hardy Hickey Branham Adams Haden Kerwin MacGahee
Waddington Anderson Lueckel Ashworth Rice Ralls

GEORGIA SELL—*Managements of four Georgia newspapers met in Atlanta to map plans for distribution and advertising of nationally-marketed products in central and south Georgia. Known as the Georgia Group, and covering a 96-county area, the papers are represented by Branham Co. Advertising is prepared by Burke Dowling Adams. Representatives of the newspapers shown here are: Peyton Anderson and Thomas Haden, Macon News and Telegraph; Robert Lueckel and William MacGahee, Savannah News Press; Col. M. R. Ashworth and James Hickey, Columbus Ledger-Enquirer; and Pat H. Rice, Augusta Chronicle-Herald. From Branham: Don Waddington, H. L. Ralls, Harry Watkins, Charles Branham. From Burke Dowling Adams: Jack Hardy, George Bailey, B. D. Adams, Walter Kerwin.*

Commercial TV Is Headache? Back to the Drums, Boys!

SALISBURY, SOUTHERN RHODESIA, Aug. 15—While U.S. television is suffering agonies of criticism, internal and external, comparable to the adolescent's growing pains, commercial tv in this African country—still in its infancy—is suffering the maladies of babyhood. Possibly colic.

Commercial television came to the Federation of Rhodesia and Nyasaland last December in the form of "advertising magazines," half-hour shows devoted to paid announcements. One show goes on early in the evening ("Talking Shop") and one late in the evening ("Shopping Centre").

Even in this limited format, commercials seem to get out of hand. This is indicated in a memorandum to advertisers sent out by International TeleVision Ltd., which handles these commercial segments for Rhodesia Television.

▪ Decrying certain problems which have arisen, both for the advertiser and for the station, the memorandum lays down the following ground rules, among others, for the advertisements:

• "One of the chief shortcomings of Admags is the fact that identical copy has been repeated continually to the point of irksome monotony. Therefore, as from Monday, July 10, copy of 60 seconds or more will not be accepted for transmission more than twice within a one-week period. This decision is not only for the prestige of Advertising Magazines, but to the benefit of the advertiser as well.

• "The quality of Admags has frequently suffered due to the fact that copy is often not received until the very last moment. In future, therefore, copy must be in possession of this office at least seven working days before the date of transmission. Exceptions to this ruling will be considered only in the most extraordinary circumstances.

• "Advertisers who wish to provide their own presenters [announcers] or models must notify the station at least 10 days before the date of transmission. The artist in question may be required to audition, if he or she is not already known to the station . . .

• "As from Monday, June 19, there will be an agency rehearsal for both Admags . . . on the day of transmission. Clients will be welcome to attend and comment on their participations during this time, as they will under no circumstances be permitted into the studio [after the rehearsal] but may, if they wish, watch their participations on the monitor outside the studio. . ."

• "Admags are essentially live programs, with an intimate, friendly personal approach. Films, therefore, are to be regarded as foreign material as far as Admags are concerned, and will be accepted in only special circumstances. In any case, no filmed commercial of less than 60 seconds running time will be acceptable unless it is incorporated in a participation of 60 seconds or more." =

AWRT Holds First Mid-Career Seminar at Syracuse U.

The First Mid-Career Seminar for American Women in Radio & Television was held at Syracuse University July 30-Aug. 4, conducted by the TV-Radio Center, Syracuse University, in cooperation with the Education Foundation in Radio & Television Inc. Director of the seminar was Dr. A. William Bluem, director of tv programming, Syracuse University. Betty Ross West, public affairs director, National Broadcasting Co., represented AWRT as its national education coordinator.

18 women executives in radio and tv attended the meeting to study in depth "Broadcasting in Our Changing Society." Sessions were devoted to "defining the audience," "creative programming," "the business of broadcasting" and "a new look at women." AWRT reports that as a result of this "highly successful educational endeavor," other seminars will be developed at U.S. universities in the future.

Cantor Adds Five Accounts

Minit-Cup Inc., Philadelphia, has appointed Solis S. Cantor Advertising Agency, Philadelphia, to handle advertising for its One Minute coffee maker. Cantor has also been named to handle advertising for Bernheim-Siegel, Philadelphia, manufacturer of store fixtures; Swan Records, Philadelphia; Auctioneers Inc., Philadelphia, and *Judo Journal*, Haverford, Pa.

Monogram Models Sets Record Newspaper Push

Monogram Models, Morton Grove, Ill., will launch the heaviest newspaper ad campaign in its history with ads in 30 Sunday supplements on Sept. 24 to promote its Artorama, a three-dimensional craft kit. Half-page ads will appear in supplements in the following newspapers:

Atlanta Constitution, Baltimore Sun, Boston Globe, Buffalo Courier Express, Chicago Tribune, Cincinnati Enquirer, Cleveland Plain Dealer, Columbus Dispatch, Dallas Times Herald, Denver Post, Des Moines Register, Detroit News, Houston Chronicle, Indianapolis Star, Kansas City Star, Los Angeles Times, Milwaukee Journal, Minneapolis Tribune, New Orleans Times-Picayune, New York Herald Tribune, Philadelphia Inquirer, Phoenix Republic, Pittsburgh Press, Providence Journal, St. Louis Post-Dispatch, St. Paul Pioneer Press, San Francisco Chronicle, Seattle Times, Syracuse Post Standard and *Washington Post.*

Tobias O'Neil & Gallay, Chicago, is the agency.

Talb Industries Names Keeler

Talb Industries, Philadelphia manufacturer of industrial laundry and linen rental supplies, has appointed Lee Keeler Inc., Philadelphia, to handle its advertising and public relations.

PALMOLIVE BUILDING
Chicago's Prestige Location
Choice
Air-Conditioned
Tower Office Space
Available
call John T. Leaheey
WHitehall 3-3900
under direction of
Lake Shore Management Co.
PALMOLIVE BUILDING

B+C . . . means Bertsch + Cooper . . . it also means typographic excellence for ads requiring special attention

Type faces used are:
Fortune Bold • Times Roman Italic

What happens to the "mats" you furnish your dealers... Are they used?

Mat Analysis Service

Mat releases to dealers cost money and yet these mats may—or may not be used. How do you know? Employ ACB to give you tearsheets and a detailed report of all mats used by dealers. Such a check-up will help to prevent wastage. Shows which styles, models, etc. are getting the best play. And, even more important, it reveals those dealers who are *not* using your mats.

We read every daily newspaper advertisement
ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street
Send today for descriptive material and free catalog.

Florida Citrus Asks Agency Presentations

(Continued from Page 1)
policy reasons, the citrus group invited Gardner Advertising Co. to replace JWT, and Gardner accepted. It was not known at AA's press time today whether the citrus group would nominate another agency to replace BBDO, since the commission had not yet received word of BBDO's decision.

The invitation to Gardner, said the commission, was motivated by the fact that that agency had been ranked "right up close to the top" among all agencies considered for presentation bids. The finalists were winnowed from more than 25 agencies.

■ BBDO's decision to skip the battle for the citrus millions because of a belief that the present agency, Benton & Bowles, had been doing an outstanding job for its client was practically unique in the history of the agency business.

The BBDO withdrawal, made by Charles Brower, president, came in a telegram today to the commission. The wire said in part:

"Among other things I examined was the work of Benton & Bowles. I think they have done a great job for you, and I think there is too much—far too much—of subjecting faithful and able agencies to the whims of a prejudiced and often misinformed minority.

"If I could see where Benton & Bowles had failed you, even a little bit, I would come down and attempt to tear them limb from limb. But I do not think they have failed you. I think they deserve to remain as your agency, and I hope they do. Please therefore take our name from the list of contenders."

■ In New York, Lennen & Newell said its understanding of the citrus commission ground rules was that the advertiser was looking for "ideas for a campaign." This did not constitute a speculative presentation in the eyes of the agency. One executive of Lennen & Newell is Clarence Eldridge, consultant and chairman of the plans board, who has long owned an orange grove in Florida. Mr. Eldridge, one of the best known names in advertising, has worked previously with Young & Rubicam, General Foods and Campbell Soup. He was vp in charge of marketing of the latter two companies.

■ About 20 representatives of the six agencies were here this week to hear commission operations explained and to pick up information and material to assist them in preparation of their presentations.

Sam A. Banks, prominent shipper and grower who is vice-chairman of the 12-member commission, welcomed the agency groups and told them that the presentations—first in several years—were set up because the commission represents some 11,000 growers and "we want to be sure we are buying the best possible advertising representation for the citrus industry." He said that the decision to call for presentations "is not anything against Benton & Bowles and does not mean that the commission is dissatisfied with its present agency."

Commission Chairman Key Scales Jr., who headed up the screening committee which selected the six agencies to be heard, said earlier this week that commission members scheduled the presentations "in order to give the entire industry an opportunity to evaluate our advertising agency setup.

"It is simply good business practice to appraise our advertising program periodically to make sure we're getting the best ideas possible and the most value for our advertising dollars," he said.

■ The Florida Citrus Commission is a state agency whose members are appointed by the governor. Funds for its operation are provided by a per-box tax on oranges, grapefruit, tangerines and tangelos moving into commercial channels, with between $6,000,000 and $7,000,000 generally available annually. Approximately half of this goes into consumer advertising, with the remainder being spent for merchandising, display materials, research, public relations, administration and other activities. #

Harris Releases Castro Gunboat at U. S. Request

MIAMI, Aug. 18—The private war between Harris & Co. and Fidel Castro moved into a new theater this past week. Harris, which has as of this date attached and sold 10 of Castro's aircraft and 32 railroad tank cars full of prime steam lard, has applied the proceeds to his judgment secured from the Florida courts after more than a year of litigation.

The U.S. State Department, in an effort to free the skyjacked Eastern Airlines Electra held captive at the Havana Airport, accepted Cuba's offer to swap the giant Electra for the Cuban patrol boat being held by the Key West sheriff for Harris, pending sale.

Harris, when informed of the impending "swap," replied, "You can't wipe out due-process of law with a State Department press release."

■ On the principle that taking the ship away from his court-imposed lien would jeopardize any further legal seizures by Harris of Cuban assets, Harris informed the State Department that he would turn over the ship to them "if they asked," but if they tried to take it away that they would have to battle it out in the federal courts, up to the Supreme Court.

Eleventh hour discussions between the State Department, Harris and its counsel bore fruit, and the following release was issued by Harris & Co.:

"We have had several discussions this afternoon with the Department of State and other government officials concerning the Castro gunboat now under sheriff's levy on behalf of Harris & Co. Advertising. Although we have proceeded lawfully through the courts of the sovereign state of Florida, and although we do not personally approve of the exchange of lawfully attached property for the pirated Eastern airliner, we recognize the paramount responsibility we have as American citizens and in an effort to demonstrate national unity, we are relinquishing our equity in the Cuban gunboat and instructing the sheriff in Key West to immediately release to the U.S. State Department the ship he has been holding on behalf of Harris & Co."

The sheriff turned Castro's gunboat over to the U.S. Coast Guard and the swap for the Electra was effected. #

KROD-TV Boosts Turner

Sheldon Turner Jr. has been appointed sales manager of KROD-TV, El Paso, Tex. Mr. Turner was formerly a salesman for the station.

Last Minute News Flashes

Noxzema Canada Shifts Shave Products to Cockfield

TORONTO, Aug. 18—Noxzema Chemical Co. of Canada has awarded the advertising account of its shaving products to Cockfield, Brown & Co. The account, estimated to involve $300,000 a year in billings, was formerly at Young & Rubicam, which will continue to direct advertising for Noxzema skin cream. The company also moved the accounts of its suntan lotions and personal insect repellents from Young & Rubicam to McKim Advertising. Billings of this segment of the account are not known.

U. S. Indicts 3 for Antibiotic Monopoly, Price Fix

NEW YORK, Aug. 18—Three drug companies, accounting for 70% of the $250,000,000 antibiotic market, have been indicted by the Department of Justice for an alleged conspiracy to monopolize the market and fix prices. The indictment, which grew out of a Federal Trade Commission complaint issued in 1958, named Chas. Pfizer & Co., American Cyanamid Co. and Bristol-Myers Co.—as well as their chief executive officers—as defendants. In addition, two companies—Olin Mathieson Chemical Corp. and Upjohn Co.—were named as co-conspirators but not defendants. The three defendants immediately denied the charges. Pfizer contended that there has been "vigorous competition" in the antibiotic field and Cyanamid accused the government of "harassment."

P&G Will Put Crisco Back In Women's Magazines

CINCINNATI, Aug. 18—Procter & Gamble's Crisco will be advertised in women's magazines this fall for the first time since 1957. Crisco also will be advertised on tv, as it has been in the past. P&G declined to comment on the return to women's magazines.

Fuller Consolidates at Richards; Other Late News

• **W. P. Fuller & Co.**, San Francisco, which has been reviewing presentations from three finalists, has consolidated its $400,000 paints account with Fletcher Richards, Calkins & Holden, agency for the company's glass supply business. Runners-up in the competition were the former agency, Young & Rubicam, and Foote, Cone & Belding. With addition of the house paints line, Fletcher Richards will handle $450,000 in Fuller billings, and will start work on the account's 1962 advertising immediately.

• **Kay Daly** is resigning as vp and creative director of Norman, Craig & Kummel to become vp and creative director of advertising of Revlon Inc.

• **Ted Bates & Co.**, New York, has promoted A. Michael Frothingham, vp, secretary and general counsel, to senior vp in charge of corporate affairs, a new title. He was also named secretary of the executive committee. At the same time, Larrabee M. Johnson, formerly associate general counsel, has been named a vp and general attorney, as well as assistant secretary of the corporation.

• **Geer Murray Inc.**, Oshkosh, Wis., has been named by Appleton Machine Co., Appleton, Wis., to handle its advertising and public relations, effective Oct. 1. Appleton manufactures and markets a broad range of papermaking, paper converting and sawmill equipment.

• **J. J. Louis Jr.** has left his position as director of international advertising and public relations of S. C. Johnson & Son, Racine, Wis. Mr. Louis told ADVERTISING AGE he will devote more time to his position as chairman of the board of KTAR Broadcasting Co., Phoenix, Ariz., and his other financial interests. No replacement for Mr. Louis has been named by Johnson. Mr. Louis is the son of the late John J. Louis Sr., who was senior vp of Needham, Louis & Brorby, Chicago.

• **American Insurance Co.**, Newark, N. J., has switched advertising from Winius-Brandon Co., St. Louis, to Reach, McClinton & Co. Reason for the move is to implement the company's "new sales and marketing program."

• **North Carolina National Bank**, Charlotte, the second largest bank in the state, has named Cargill, Wilson & Acree, Charlotte and Richmond, to handle its $350,000 account, effective Oct. 1. The present agency is Ayer & Gillett, Charlotte.

• **American Research Bureau**, Washington, will provide overnight national Arbitron network tv ratings, starting Sept. 24, covering programming between 7:30 and 11 p.m., New York time. A limited run of fast daytime ratings also will be made. Ratings will be based on 1,000 homes per half hour. At the outset, 25% of the sample will be metered homes; the rest will be covered by telephone, with metered coverage to be extended later. This service will supersede the seven-city Arbitron metered reports.

• **G. Heileman Brewing Co.**, La Crosse, Wis., and Kingsbury Breweries Co., Sheboygan, Wis. (in which Heileman acquired 92% stock interest last year), will combine their advertising and promotional activities. William A. Craigie, formerly general manager, McGarvey-Atwood Coffee Co., Minneapolis, has been named director of advertising, to integrate the promotional activities of the two breweries. Marlin T. Brandt, formerly account executive, Campbell-Ewald, Minneapolis, has been named advertising manager of Old Style, Special Export and other Heileman brands. Carlton J. Mertens, assistant ad manager of Heileman's, has been named advertising manager of Kingsbury. Kingsbury's advertising department will be moved to LaCrosse. Earle Albright, who was formerly Heileman and Kingsbury advertising manager, has joined Leo Burnett Co. to work on the Schlitz account.

• **Martinson's Coffee** will break its new campaign via Grey Advertising around Labor Day. The company will use tv spots on four stations and page and 1,800-line ads in New York area newspapers. It will be the first Martinson's campaign for Grey, which took on the $500,000-plus business May 15.

• **U. S. News & World Report** will increase its circulation rate base from 1,175,000 to 1,200,000, effective with its Jan. 1, 1962, issue. The one-time b&w page rate will go from $6,345 to $6,720.

• **B. T. Babbitt Inc.**, New York, has appointed Cole, Fischer & Rogow to handle seven products. Several are new products, the others are dormant ones which Babbitt has not been promoting.

• **Andrew F. H. Armstrong** is resigning as vp and creative director of Compton Advertising, New York, to return to teaching at Shimer College, Mt. Carroll, Ill. He will continue with Compton, Chicago, as a consultant.

CHEESE DRIVE—*Part of Borden Foods Co.'s promotion of cheeses from September through October will include this color page for cream cheeses in October issues of Better Homes & Gardens, Ladies' Home Journal and McCall's. Young & Rubicam is the agency.*

Dayton Tire & Rubber Moves to Kemper Co.: Fall Drive Planned

DAYTON, Aug. 18—Dayton Tire & Rubber Co., which has been reviewing presentations by at least eight agencies since June (AA, June 26), today named Don Kemper Co., Dayton, to succeed Allman Co., Detroit, as its agency.

Dayton Tire, formerly the tire branch of Dayco Corp., split off from Dayco and became a wholly owned subsidiary of Firestone Tire & Rubber Co. April 1.

The agency switch was made, C. M. Barnes, Dayton Tire president, told ADVERTISING AGE, because the company wanted an agency with Dayton headquarters, not only to handle advertising but to work on sales promotion and collateral materials. Kemper also has offices in Chicago and New York.

Dayton Tire, which in the past several years had spent about $100,000 annually on trade advertising and until five years ago, had done some national advertising, this year under its reorganization has done little advertising.

■ The company said it will launch an "aggressive advertising campaign" in trade publications beginning in September. National consumer advertising is expected to be resumed in 1962. In areas of its strong, established distributors, the company will use newspapers, radio and television, and currently is using these media in Dayton.

Mr. Barnes also told ADVERTISING AGE that since April 1 the company has doubled its production and increased the number of employes by 20%. #

Murphy 'Squeezed Out' at McCann; Out at Bubble Up, Too

(Continued from Page 1)
Cann in Los Angeles, was not available for comment.

Steven Koch, marketing director of Bubble Up, Peoria, Ill., told AA that the company is seeking a new agency to succeed Murphy Associates as of Sept. 1. The Bubble Up account bills about $500,000 a year.

Nilson to American Savings

H. Spencer Nilson has been appointed vp and director of marketing of American Savings & Loan Assn., which has 13 branch offices in the Los Angeles area. Mr. Nilson was formerly vp in charge of promotion for the Diners' Club.

Dry Soup Battle Bubbles; Campbell, Knorr Challenge Dominance of Lipton

(Continued from Page 3)

which likes to refund the total purchase price to customers sending in a can label. The offer customarily is limited to one refund per family and lasts about three months.

■ Judging from past introductory campaigns by the company, the new soups probably will be introduced by newspaper ads (probably two-color, using red) plus spot tv and spot radio. Extensive point of purchase material—shelf talkers, banners, etc.—can also be expected.

Campbell's line, to be promoted under the brand name Red Kettle, will bring several innovations to the field. Instead of the conventional envelope used for other dry soups, the Red Kettle soups will be packaged in small aluminum cans, which will open by hand. Also, many of the ingredients will be freeze-dried, the "newest" drying process for foods. In this process, the food is first frozen, and then the water is removed as a vapor without melting the food. More of the desirable natural flavors are thus retained, the company believes.

■ Not only have Knorr and Campbell chosen the same introductory period, they've also chosen the same promotion theme: the soup kettle. Earlier this year, Knorr announced that its ads would have the theme, "Take a kettle cruise of Europe." Illustrations would show the copper kettles favored in European kitchens, the company said, and the soup envelopes would be of copper foil to carry out the copper kettle idea.

The campaign for Campbell's Red Kettle soups will use a squat, three-legged kettle painted red—Campbell red, that is. Campbell's soup kettle is strictly American, and in a special press release explaining its name choice, the company said that "the kettle, like soup, had its roots deep in American folklore"—thus the company had decided to "update" the old black iron pot, or kettle, by painting it Campbell red and identifying it with the company.

■ Mr. Murphy termed the theme similarity as "happenstance," and said that Campbell had picked its name long before it knew of Knorr's choice—"We started looking about three years ago," he said. "We liked the kettle idea, and when someone suggested painting it red, that really sold us."

Campbell has been testing dry soups under several names for a number of years, Mr. Murphy said. In 1943-'44, Campbell tested dry soup in the U.S. under the Franco-American name. Then it did further testing in Belgium under the Camden name. More dry soup testing followed in Canada. "We refrained, however, from entering the market until we were quite sure that our dry soup-mix line met Campbell's standards," he said.

■ For the Red Kettle line, the company used as "many consumer panels as we could get hold of." In 2,000 homes, the soups were tested both in cans and in envelopes, for an extended period. Another set of homes received only the cans; a third set received only envelopes.

"We found there was more familiarity with the envelopes, but greater product superiority with the cans," Mr. Murphy said.

Both Knorr and Campbell expect their entries into the field to expand the soup market considerably. "With only one or two soup servings per week per person, the soup business has a long, long way to go. The market is less than 10% saturated," Mr. Murphy pointed out. "When we introduced frozen soups, we expanded the market, and we expect our dry soups to have the same effect." He also expects the dry soups will have "the greatest acceptance in foreign neighborhoods," while "children will always prefer condensed soups." New York City, he added, is the largest dry soup market.

■ At the outset, Campbell's Red Kettle line will have seven varieties: Chicken noodle, beef noodle, cream of chicken, cream of mushroom, cream of potato, onion, and noodle. At present, noodle soup accounts for about half of the dry soup market, Mr. Murphy said, but "the company thinks its Red Kettle varieties will reduce that percentage.

"At first, we expect all seven soups to sell fairly equally," Mr. Murphy said, "and then it probably will settle down to chicken noodle; noodle; and cream of potato," he prophesied.

■ The announcement of Campbell's debut brought some trade speculation that Knorr's arrival in the U.S. had speeded up Campbell's schedule. Just how much, the company isn't saying, although one official said, "There's no use denying that Knorr's plans have had an effect on ours."

Wyler & Co., Chicago, will use radio spots in more than 30 markets to promote its dry soup mixes during the coming season. Campbell-Ewald is the agency handling this account. AA was unable to learn if Wyler planned any extra ads to meet the new competition.

Meanwhile, over at Lipton soup, everyone is keeping a stiff—and well buttoned-up—upper lip in the face of all this new competition. "We can't say anything at this time," AA was told. "But we're not afraid." #

Fellows Runs Tonic Test Marketing in Canada—in French

DETROIT, Aug. 17—Fellows Medical Mfg. Co. will head into the wilds of the Quebec lake region to market test a new formula tonic, Fellows syrup. Fellows will use CKRS-TV in Jonquierre, P. Q., exclusively for the 13-week test, beginning in October.

Fred Yaffe & Co., agency for Fellows, described the test conditions as "ideal" with 100% distribution secured in drug stores in a 50-mile area surrounding Jonquierre. The agency said further advertising in Canada and the U.S. will follow the test.

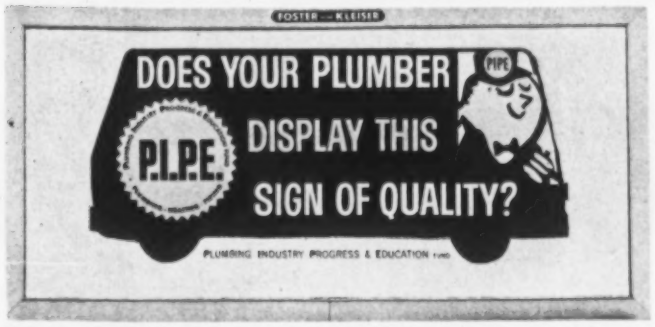
Jonquierre is a French-speaking community, and commercials will be prepared in French, a new departure for Yaffe.

■ Fellows syrup has been marketed for 96 years in 30 countries, but with very little advertising in the past, according to Yaffe.

Yaffe is agency for Testagar & Co., Detroit, and Sidney J. Heinrich, Testagar president, owns controlling interest in Fellows.

Yaffe also has taken over advertising for Bagley Biologicals, which distributes proprietary drugs in the U.S., and Vanderhoof & Co. Ltd., Bagley's counterpart in Canada. Both are wholly owned subsidiaries of Testagar.

Yaffe is planning a test in Detroit next year for Testagar's Norane, a tablet which helps prevent snoring.#



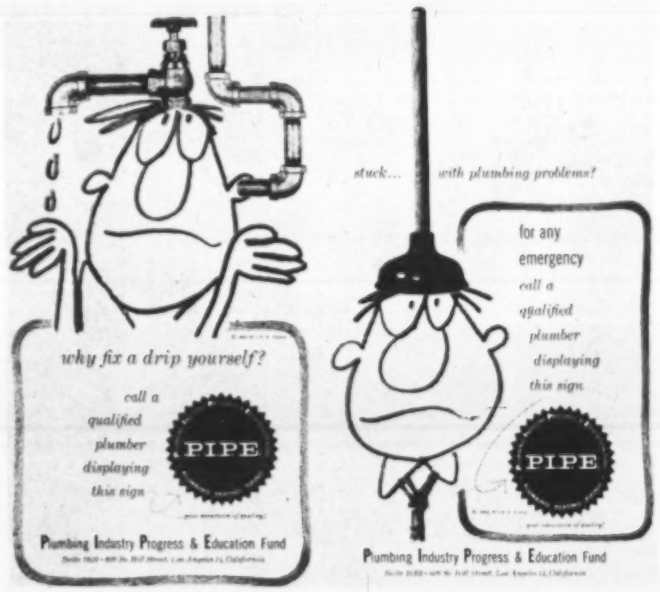
SEAL OF APPROVAL—*This outdoor ad was prepared for Plumbing Industry Progress and Education Fund, Los Angeles, by David Olen Advertising.*

Plumbers' PIPE Group Sets $300,000 California Campaign

LOS ANGELES, Aug. 16—A $300,000 institutional campaign by the Plumbing Industry Progress & Education Fund will be continued through 1962, but with one major change in media, ADVERTISING AGE learned this week.

According to Fred Potter, account exec with David Olen Advertising here, the plumbers' cooperative—which calls itself PIPE for short—will continue its campaign in television and outdoor media, but will drop newspapers from its 1962 plans.

■ Mr. Olen said that the newspaper portion of PIPE's budget will go for a publicity program in which a mechanical engineer representing the industry group will travel about the state aiding architects and builders in drawing specifications. Outdoor posters and some tv spots will continue to be used, he added. #


why fix a drip yourself?
call a qualified plumber displaying this sign
PIPE
Plumbing Industry Progress & Education Fund
stuck... with plumbing problems?
for any emergency call a qualified plumber displaying this sign
PIPE
Plumbing Industry Progress & Education Fund

PIPE'S LINE—*Plumbing Industry Progress & Education Fund, Los Angeles plumbers' cooperative, has been using ads like these in its California newspaper advertising.*

Prospective Auto Owners in Buying Mood, 'Look' Reports

NEW YORK, Aug. 16—Total sales of new cars bought for private, public or commercial use may reach an estimated 7,150,000 to 7,600,000 in 1962, bringing the automotive industry its biggest volume since the peak sales year of 1955, according to the annual "National Automobile & Tire Survey" sponsored by *Look*. Excluding sales of passenger cars for public and commercial use, new car sales for private use only may reach 6,450,000 to 6,600,000 next year, the survey indicates.

The number of car-owning households in the U.S. has increased by more than 4,000,000 since 1957, the survey shows, with single-car homes accounting for 71% of this increase. The number of multi-car households, however, which showed a rapid growth in the mid-'50s, has been leveling off in the same four-year period.

■ The survey, which was completed for *Look* by Alfred Politz Research, New York, is based on the number of householders throughout the country who said that they expected to purchase a new car during 1962. The information was obtained during April and May of this year in 4,453 interviews. *Look* points out that the figures are not offered as a prediction of actual sales, but rather as a barometer of the public's buying mood in recent months. #

Toms, Blount Named President, Chairman of L&M

NEW YORK, Aug. 17—William A. Blount has relinquished the presidency of Liggett & Myers Tobacco Co. and moved to the previously vacant post of chairman. Mr. Blount, who is 63, and will reach L&M's regular retirement age in a little more than a year, will remain as chief executive officer.

Succeeding him as president is Zach Toms, exec vp since December, 1959. Prior to that, Mr. Toms had been vp in charge of the export department.

L&M at the same time promoted Bowling Anderson from treasurer to vp, finance. He succeeds William L. Perry, who will retire Sept. 1.

The company also named a new director, the first from outside the management team. He is Frederick Sheffield, senior partner in the law firm of Webster, Sheffield, Fleischmann, Hitchcock & Chrystie. #

British Partner Seen Aiding K&E on U.S. Tourism Account

NEW YORK, Aug. 16—The formation of Kenyon & Eckhardt Ltd. in London (AA, July 31) represents a unique partnership between a U.S. and a British advertising agency.

David C. Stewart, president of K&E, disclosed today in an interview that the venture is a 50-50 deal with London Press Exchange, which ranks as one of the top three agencies in Britain.

Kenyon & Eckhardt and London Press Exchange own 50% apiece of the new British company, which will attempt to operate in London as an independent agency, seeking its own accounts.

The marriage, Mr. Stewart explained, is ideal for both partners. For K&E, it provides a relatively inexpensive means of getting a foot in the door of Europe. For LPE, it provides what many European agencies have been seeking in recent years—a link with a leading U.S. agency.

■ LPE will now be represented in the U.S. by Kenyon & Eckhardt. In London, K&E Ltd. will have access to personnel and other resources of LPE. K&E Ltd. will be eligible for accounts ruled out to LPE because of conflicts with other clients.

K&E and LPE have one major client in common—Beecham Products. Beecham, marketer of Brylcreem, is an important advertiser in many parts of the world. K&E also services part of the Ford Motor Co. account in the U.S., and LPE was recently named to handle advertising for Ford passenger cars and trucks in Britain.

■ The partnership will be immediately useful to K&E in servicing the U.S. Travel Service. K&E is one of four U.S. agencies tapped by the government to do preliminary work on the "Visit U.S.A." program. In handling this assignment, K&E will be able to draw upon the services of LPE's big international division, Intam.

K&E is sending one of its creative men, Ned Irish, to London at the end of this month to take up duties with K&E Ltd. Mr. Irish has been with K&E here for two years. He was previously with Cunningham & Walsh. #

Borden Named to Direct New Print Promotion Council

CHICAGO, Aug. 17—Robert E. Borden, former director of publicity of Commonwealth Edison Co., Chicago, and executive director of National LP-Gas Council, Chicago, has been appointed executive director of a new promotional council to be formed by the graphic arts, advertising and publishing industries.

Robert E. Borden

Temporary headquarters for the group, tentatively called Print Promotion Council, are in the offices of Collins, Miller & Hutchings, 333 W. Lake St., Chicago.

■ Harry E. Collins, board chairman of the engraving company, is chairman of the new organization. Print Promotion Council will be incorporated this fall, following a meeting in New York of leaders representing all branches of the industries. #

On the International Scene . . .

Growth of International Advertising Shown in Admen's Pilgrimages to U.S.

By Milton Moskowitz

NEW YORK, Aug. 15—One measure of the growth of international advertising is the number of visiting firemen in the U.S. Admen from abroad have descended here in great numbers this year.

They have included top-ranking agency men, such as L. W. Farnsworth, head of Australia's largest agency, George Patterson Pty.; Ray Thompson, head of Italy's largest agency, CPV Italiana; Emile Morando and Daniel Adam from Synergie, one of France's largest agencies; and numerous office managers of J. Walter Thompson Co. and McCann-Erickson.

Next year the influx will be even greater as the American Assn. of Advertising Agencies plans to bring over several hundred top agency men from all over the world for its second international conference.

■ One visitor who has just left here after a five-week stay is Michel Lescoeur, an urbane Parisian who rides herd over a group of accounts at Publicis, the largest agency in France.

M. Lescoeur was a member of a French productivity team. He attended a National Cash Register-sponsored seminar on retail distribution trends and then went on to tour half a dozen American cities. His itinerary included visits to Clinton E. Frank Inc.; Ted Bates & Co.; Young & Rubicam; and Alfred Politz Research.

This was M. Lescoeur's first trip to the U.S. and he described it as "discovering the world." Two things, in particular, impressed him. One was the huge amount of television billings in large agencies—France still doesn't have commercial tv; the second was the mushrooming of discount house operations—another feature that is largely absent on the French scene.

M. Lescoeur said he imagined that the discount trend would spread to France but he expressed some forebodings about this. He felt that the large French manufacturers would be slow to accept this type of retail outlet on the ground that "it would cheapen their products."

■ At Publicis, M. Lescoeur serves as group head on such major accounts as Shell Oil, Frigidaire, Singer, Coty, Dunlop, and Berliet. He was sales promotion head of Caltex before joining the agency seven years ago.

Shell, which bills about $1,600,000, is the leading oil marketer in France, although Esso runs it a close second. M. Lescoeur disclosed one interesting facet of the oil business in his country. Shell and Esso each have about 3,000 outlets. However, Shell's business peaks in the summer months while Esso peaks in the winter. This is so, M. Lescoeur explained, because Shell has more stations on highways while Esso is strong in the cities.

A reserve officer in the French paratroopers, M. Lescoeur spends two weeks every year training with his regiment in Corsica. He lives close enough to the Champs Elysees to walk to work, and he has a long day: Gets to the office by 8 a.m. and leaves at 8 p.m.

• • •

Question: What's the relationship between tourist advertising and income from tourism?

That there is *no* clear answer to this question is indicated by a new study of travel promotion, "Marketing Travel & Tourism," prepared by Contimart, Swiss-based research organization.

This 60-page study, available at $20 per copy (from Contimart, Militarstrasse 76, Zurich), ranges over the entire field of international travel promotion. It shows that government tourist budgets vary widely and that often there is no connection between input and output.

For example, the country with the biggest tourist promotion budget is Great Britain, which spent $3,600,000 in 1960. However, Britain's income from tourism was less than that of West Germany, which had a tourist budget of a little more than $1,000,000.

■ The European country which gets the most for its money is Switzerland, and this is partially due to Switzerland being a favorite place for shoppers. The statistics show that the average tourist in Switzerland spent $70 there in 1960. The average tourist in Britain and France spent about $10.

Contimart does make the point that in terms of the volume of the travel market, ad budgets are puny and need to be increased.

One current success story is Greece. This small country in the southeastern part of Europe has greatly expanded its tourist advertising in the past year, now spending in excess of $2,000,000 annually. In the first six months of 1961, some 197,000 foreigners came to Greece, compared with 164,000 in the comparable period last year. American tourists headed the list with 39,000, against 36,000 in the first half of 1960. However, the big increase has come from Britain, which sent 21,000 tourists, compared with 15,000 in the first six months on 1960.

■ On the other hand, American tourist traffic to Europe has tailed off sharply this year—despite increased ad budgets and expectations of the greatest travel year in history. The decline is attributed, in part, to the Kennedy administration's warnings about the outflow of gold from the U.S. President Kennedy signed yesterday a bill cutting to $100 from $500 the value of duty-free goods American tourists can bring back from abroad.

Reports from abroad indicate European governments and travel officials are a little irritated at this "buy American" kick. For example, West Germany this year mounted the biggest tourist promotion campaign in its history to attract U.S. travelers, and Lufthansa, the German airline, spent more than $250,000 in U.S. media during the first six months of 1961. Despite this increased effort, U.S. tourism to Germany is off more than 10% this year, and Lufthansa jets are now leaving New York only a little more than half filled.

The Germans claim a foul and they raise the question: Does it pay to advertise? #

Gimi Mrs. Gimi Raffaelli

TWAIN-MEETING—*Mr. and Mrs. R. B. Gimi, of Calcutta, tour Pacific Outdoor Advertising's Los Angeles plant with Gino Raffaelli, Pacific's creative director, as guide. Mr. Gimi is a representative of the Selvel Syndicate, operator of more than 2,000 painted bulletins in India.*

THEODORE LEE BRANTLY

STAMFORD, CONN., Aug. 16—Theodore Lee Brantly, 68, a former vp of Crowell-Collier Publishing Co. and until recently a consultant with Geyer, Morey, Madden & Ballard, died in Stamford Hospital yesterday.

He joined *Harper's Bazaar* in 1915, moving to *Collier's* the next year. He was later named director of western advertising, and national ad director and vp of Crowell-Collier in 1939. Since his retirement in 1956, Mr. Brantly had been an advertising consultant.

GERALD E. McCARTHY

NEW YORK, Aug. 15—Gerald E. McCarthy, 35, advertising sales representative for *House Beautiful* in Cleveland, Pittsburgh, Buffalo, and Jamestown, N.Y., died Friday following a major heart operation.

Mr. McCarthy was formerly midwestern sales manager for Moore Publishing Co. He had also previously held posts with International Harvester Co. and F. W. Dodge Corp.

WILLIAM R. LEWIS

NEW YORK, Aug. 17—William R. Lewis, 68, a former merchandising executive with Maxon Inc., died yesterday in St. Luke's Hosptial after a long illness. Mr. Lewis had been with the agency 15 years before retiring in 1956.

He had been president of Baltimore Victor Distributors in the early 1930s, before becoming a representative of Victor Talking Machine Co. in the Far East.

WQXR Offers News to Sponsors

WQXR and WQXR-FM, New York, now are making their daytime newscasts available for sponsorship. The Monday-through-Friday programs will be offered to advertisers in four packages. One package of four daily has been sold to Air France (Batten, Barton, Durstine & Osborn). The station hopes to sell the weekend package to a single advertiser. The nighttime newscasts, which, like the daytimers, are prepared by the *New York Times*, will continue to be used by the *Times*, owner of the stations, for promotional purposes.

American Tag Names Read

Robert O. Read Jr., formerly advertising and sales promotion manager of the Belleville operation of American Tag Co., Belleville, N.J., has been appointed national advertising manager of the company.

Devine Heads IAA N.Y. Chapter

C. Robert Devine, advertising director of the international editions of the *Reader's Digest*, has been elected president of the New York chapter of the International Advertising Assn. for the 1961-'62 term. Other elected officers are Eugene E. Weyeneth, McGraw-Hill Publishing Co., treasurer; Mary Rodriques, Batten, Barton, Durstine & Osborn, secretary; and Monte Johnson, Campbell-Ewald Co., treasurer.

Peters, Griffin Names Two

James P. McCann, formerly with Standard Rate & Data Service, has been named a tv account executive of Peters, Griffin, Woodward, New York, radio-tv station representative. Richard E. Farnham, previously with NBC Radio Spot Sales, has been named manager of the Peters, Griffin Boston office, replacing John T. King II, who has joined Katz Agency.

A PROVEN PROMOTION
and the Kids love 'em!
MODEL T
A CARLOAD OF FUN

Half-scale version of the 1910 Torpedo

RUNS AND HANDLES . . .
LIKE THE OLD "TIN-LIZZIE"!

68 inches long . . . sturdily built, with mechanical brakes, red wooden spoked wheels, brass colored headlamps. Speeds up to 15 miles per hour. Thrills for the whole family.

A real attention getter!
Write for Free Brochure and Dealer Name
McDONOUGH POWER EQUIPMENT, INC.
McDonough, Georgia, U. S. A.

DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
and the FASTEST GROWING CITY in the North Central Region

Big.
FIRST in ILLINOIS in Population and Sales (outside Chicago)

. . AND STILL GROWING
FASTEST IN ILLINOIS!
REMARKABLE ROCKFORD
Expansion makes a city great . . . and Remarkable Rockford is expanding faster than any city in Illinois. (Population up another 1,783 in first six months.) Also, expansion, such as the addition to a Rockford industrial plant pictured, means more opportunity . . . more jobs . . . more business! That's why business is up in Rockford (1st in retail sales in Illinois, outside Chicago, for years). Reach the able-to-buy people in this rich, expanding market in the . . .
ROCKFORD
MORNING STAR &
Register-Republic

New Symbol Will Link All 3M Divisions

(Continued from Page 3)

had this to say about the new corporate identity program:

"Proper recognition of the 3M company should include realization of the many products and services we offer to the public and industry. We want everyone to be even more favorably aware of the 3M company, its divisions, subsidiaries and products.

"When anyone sees an advertisement, a sign or a brochure featuring a product made by one of our divisions, he should be able to recognize both the product and division as a part of 3M. Otherwise an opportunity to strengthen our company is lost.

"When one product, division or subsidiary makes a favorable impression anywhere, every other 3M division, subsidiary or product should benefit. In turn, the achievements and prestige of the 3M company should benefit each product and activity of the company. We expect that all members of our company, as well as our suppliers, who deal with elements of our identity system will assist us in achieving these goals by faithfully following the guides we have established."

■ George W. Sandell, 3M advertising staff administrator, who moderated the meetings, told agency and company executives that the new corporate symbols had been approved "by an overwhelming majority" of key company executives.

Mr. Sandell urged the 3M divisions to make a natural and orderly transition to the new symbol and urged that old stocks of labels and packages should not be discarded. He said divisions should start using the new logo in all of their national advertising immediately. The company will not run an institutional ad campaign to announce the symbol change, he said.

In tracing the development of the new symbol, Mr. Sandell told his audience that the company hired Gerald Stahl Associates, New York, to design it 13 months ago. A committee of review, composed of several 3M executives, made their first presentation of the corporate identity program to the 3M board of directors last November. Numerous changes were made between then and last month when the board approved the program, Mr. Sandell said.

■ Mr. Stahl described the new corporate design, which has a rectangular shape, as "strong and easy to read." He said the purpose of the symbol is to maintain a constant impression for all 3M products and he urged the company executives not to alter or change the shape of the design. He advised that the symbol not be used in an oval-shape background.

Mr. Stahl said that a 20-page manual is currently being prepared which will list all the approved and forbidden ways that the symbol can be displayed, and also the new 3M typefaces. He contended that the new manual is "not intended to be stifling" but he urged the 3M men to apply imagination and creativity in using it.

The same typeface will be used for the company name, products and divisions, Mr. Stahl said. Only upper case letters will be used in the corporate name, while upper and lower case letters will be used for divisional and brand names. No family color was selected for the symbol, he added.

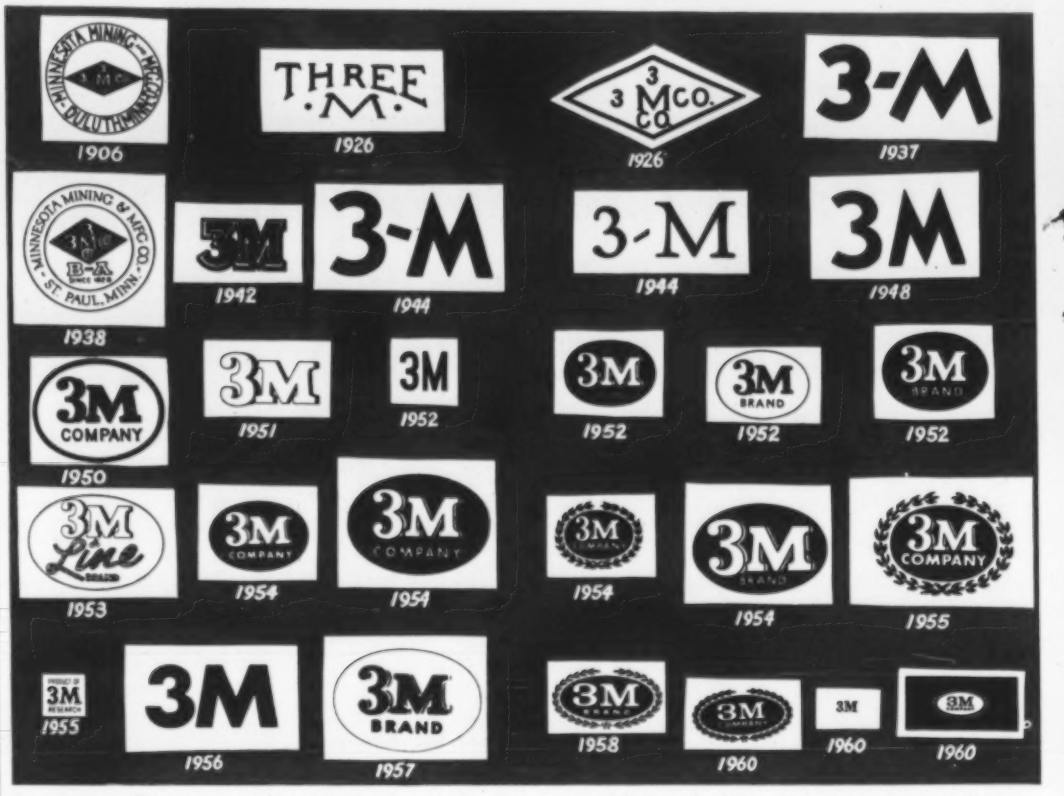
■ Following the meeting, Mr. Sandell told an Advertising Age reporter that the Stahl organization discovered that the 3M name in the old symbol occupied only one-seventh as much space as it does in the new design.

In researching the trademarks of many U.S. companies, Mr. Sandell said, it was disclosed that circular and oval designs are much more common, and thus more likely to be confused, than rectangular symbols.

Mr. Sandell said that 3M decided not to attempt a "family" design for packaging because of the many and widely diversified products it markets. On the other hand, all shipping cartons containing company products will bear identical corporate symbols, he said.

The new symbol is the latest in hundreds of corporate symbols that 3M has had since its founding in 1902. The new corporate identity program, however, will be the first unified effort by 3M to tie all products and divisions to one corporate pole.

NEW 3M SYMBOLS—*These are the new corporate symbols for 3M, which will be used in all of the company's advertising, labeling and packaging.*



3M SYMBOLS—*These are a few of the hundreds of corporate symbols which have been used by Minnesota Mining & Mfg. Co. since its founding in 1902.*

NEW AD—*This two-color spread scheduled for the September issue of Fortune and the Oct. 7 issue of Business Week will be one of the first ads to carry the new corporate symbol of 3M.*

■ With sales of $549,675,000 and earnings of $70,692,000 last year, 3M invested an estimated $8,000,000 in 1960 for the advertising of thousands of different consumer and industrial products.

The company's products include more than 300 varieties of Scotch-brand tapes; Thermo-Fax business machines and supplies; 3M brand abrasives, adhesives, coatings, sealers and chemicals; Scotchlite reflective products; Scotchgard textile stain repeller; Revere and Wollensak photographic and tape recorder equipment; Sasheen ribbon and non-woven fabrics; Weatherban building sealers; Scotchpak heat-sealable polyester film, and Codit reflective ink and reflective liquid. 3M uses more than 140 different trademarks for its products. #

'Elkhart Truth' to Start Daily in Mishawaka; Names Barnes

Truth Publishing Co., Elkhart, Ind., publisher of the *Elkhart Truth*, will launch a new morning daily, the *Times*, in Mishawaka, Ind., in early September. John F. Dille Jr. is president of Truth Publishing Co. and John A. Scott is vp. Mr. Scott will be principal management adviser for the new *Times*, which will be issued Monday through Friday mornings. Offices will be at 120 S. Main St., Mishawaka. Mishawaka has not had a daily newspaper since 1928, when the *Mishawaka Enterprise* went from daily to weekly publication.

Joseph Barnes has been named national advertising manager of both the *Elkhart Truth* and *Mishawaka Times*. He has been assistant national manager of the *Truth* under Allen H. Swartzell, who continues as advertising director and promotion manager of the newspapers.

Y&R Names Barry Senior VP

Charles (Bud) Barry, vp of Young & Rubicam, New York, who moved up to head the radio-tv department of the agency a few weeks ago when Mort Werner left to become programming chief at NBC-TV, has been appointed senior vp at Y&R. Norman Glenn, vp and account supervisor, was named associate director of the radio-tv department.

'Modern Miss' Joins BPA's New Selected Market Division

New York, Aug. 17—Business Publications Audit of Circulation today opened its doors to "selected market" publications (AA, July 31), and accepted Simplicity Pattern Co.'s *Modern Miss* as the first member in this category.

The new classification was approved at a special meeting here. The class is defined by BPA as including publications serving a specific non-business market with a circulation that can be qualified under existing BPA auditing rules.

Modern Miss applied for admission to the new selected market audit division immediately after the meeting. It has a circulation of nearly 3,000,000 distributed on a non-paid basis to teen-age girls in home economics classes. *Modern Miss* had not been eligible for a BPA audit because it reaches a non-business market. It had also been unqualified because its circulation was non-paid.

■ Burton E. Hotvedt, BPA chairman, said *Modern Miss* is a prime example of the type of publication which could benefit from the selected market audit. He said the magazine reaches a market valuable to advertisers.

The fast action of *Modern Miss*, as well as other inquiries, "leads us to believe that there are many other publications which have seen the need for a circulation audit but have been unable to obtain one."

The new division will be headed by Thomas J. Campbell, vp in charge of auditing. It will issue publishers' statements and audit reports with the same format and wording as the standard BPA forms, but will print them on a differently colored stock. Statements and reports will also be distinguished by an SMA emblem in place of the BPA emblem on the masthead. #

Burson Joins Foote Bros.

Robert G. Burson has joined Foote Bros. Gear & Machine Corp., Chicago, manufacturer of power transmission products, as director of marketing of industrial products. Mr. Burson was formerly vp of Dayton Rubber Co.

'SEP' Shows Off Revamped Format to New York Admen

New York, Aug. 15—*The Saturday Evening Post* yesterday began a three-weeks' showing of a presentation called "Revolution by Design," a stage show that tells the story of the development of the design of the *Post* (AA, July 3).

Bob Hills, who wrote, directed and produced the presentation, had some of New York's top advertising men in his audience yesterday. He traced the evolution of the revamped *Post*—which bows with the Sept. 16 issue. New cover, logo, layouts, new departments, design, art and photographs were all shown the admen.

■ The Hills presentation, "probably the most elaborate one-man production ever staged in magazine history," will be shown in at least 27 cities. #

'Medical News' Folds

Medical News, New York, weekly newspaper for physicians, has folded after five months of independent publication. The paper failed to get enough advertising from ethical drug manufacturers. *Medical News* was launched as a bi-weekly in 1955 under the sponsorship of Ciba Pharmaceutical Products. Ciba dropped the paper last November and the editor, Blake Cabot, then formed a new company to publish it on an independent basis. The first issue appeared March 10, the last Aug. 11. This leaves one weekly newspaper in the medical field—*Medical Tribune*, which is now in its second year. Also in its second year is *Medical World News*, a bi-weekly news magazine for doctors.

Plough Labs Names Ramsdell

Plough Laboratories, a new wholly-owned subsidiary of Plough Inc., Memphis, has appointed Lee Ramsdell & Co., Philadelphia, to handle its ethical advertising. Initial products of the ethical subsidiary will be introduced early this fall to the medical profession through mailings, medical journal advertising and convention displays.

This Week in Washington . . .

Seizures by FDA May Be Prelude to Tougher, More Specific Legislation

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 17—For more than 20 years, the Food & Drug Administration has put no more than a token effort into the enforcement of food labeling laws. Now it is involved in a crackdown which should have far-reaching implications for the marketing world.

An FDA survey shows what one might expect—that consumers who buy nationally advertised brands ordinarly get full value. But it also turned up many instances—a "shocking" number, according to FDA's chief, George Larrick, where big companies shortweighted or deceived consumers, and even continued these practices after a visit from the FDA inspector.

Because a Senate committee currently is considering the need for new labeling laws, this FDA crackdown takes on special importance. While the survey is a confession of past FDA failures, it also can be used as proof that existing law needs strengthening.

Although FDA has more punitive power than any other regulatory agency that polices marketing, its record in the labeling field has been sparse. The docket shows only a handful of actions each year, and ordinarily they have been of such small importance that they have gone unnoticed.

■ The lack of emphasis on labeling law enforcement reflects a variety of circumstances.

When the law was passed, just before World War II, FDA suffered a series of setbacks in court. Before these could be straightened out, FDA found itself in the period of stringent wartime budgets. Compared with the job of protecting the safety and cleanliness of the nation's drug and food supply, the jousting over "slack fill," short weight and full disclosure in labeling looked like a postponable luxury.

After World War II, as budgets returned to normal, FDA continued to procrastinate. FDA's top executives placed a great deal of confidence in voluntary compliance. They found it hard to believe that a corporation executive would risk the good will that might be lost in the event of a seizure for short weight.

■ The current turnabout is a manifestation of a chain reaction that has been under way in many parts of government in recent years. Each congressional investigation and regulatory drive against marketing abuses has turned up some degree of abuse. With each exposure, the level of indignation has gone up, and so have the budgets of the regulatory agencies.

Kefauver committee hearings demonstrated that even the ethical drug industry had instances of questionable promotions. Smarting from this testimony, FDA moved fast, as a new subcommittee under Sen. Philip Hart (D., Mich.) began to pry into enforcement of labeling laws.

Many of the seizures which FDA has carried out under existing law involve short weight. This is a measurable physical phenomenon, so no legal obstacles are anticipated in enforcement of these actions.

But others of the seizures involve "full disclosure," and some also may involve "slack fill"—far greater problems from the legal point of view. In both types of case FDA must demonstrate that the consumer is likely to be deceived.

■ Although the labeling law is nearly 25 years old, there are still no legal guidelines which will enable the FDA—or the food industry—to understand its responsibilities under these provisions of the law.

The existing law says only: "A food shall be deemed to be misbranded . . . if any word, statement or other information required by or under authority of this act to appear on the label or labeling is not prominently placed thereon with such conspicuousness (as compared with other words, statements, designs or devices, in the labeling) and in such terms as to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use."

The Hart subcommittee is considering the need for additional, legislation spelling out in greater detail the special typographical devices which should be used to assure full and prominent disclosure of information that the consumer is expected to have.

■ FDA probably won't be called before the Hart subcommittee until early next year. By then, it should have been able to deal with the short weight problem. And it may have enough experience from the current drive to press with conviction for new law on disclosure and slack fill. #

A "Special Interest" Magazine

Reaching more than 450,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

Foundrymen Group to Denham

American Foundrymen's Society, Des Plaines, Ill., has appointed Denham & Co., Detroit, to handle promotion for its forthcoming castings exposition and the coincident International Foundry Congress, which will be held in Detroit next May.

Mallis Adds Two Accounts

George L. Mallis Inc., Philadelphia, has been named to handle advertising for Prevue Toy Assn. Stores, Philadelphia, and American Machine & Tool Co., Royersford, Pa.

CITATION—*Fred Adams (left), president, G. M. Basford Co., New York, accepts a Treasury Department citation from William H. Neal, Assistant to the Secretary of the Treasury and national director of the Savings Bonds division. Basford was the volunteer agency which handled the Savings Bonds public service advertising account for trade and industrial publications, via the Advertising Council, from 1943 through 1960.*

MRS. M. B. WILLIAMSON

NEW YORK, Aug. 15—Mrs. Merle Bryan Williamson, 81, publisher of *The Villager*, weekly Greenwich Village newspaper, died Sunday of a kidney infection at the New York infirmary.

Mrs. Williamson was co-founder of the newspaper with her sister, Isabel Bryan, and brother, Walter. It came into existence in 1933 and has become the unofficial spokesman for the Village's older groups and residents. It has a circulation of 27,000.

Walter Bryan, who had been publisher of the old *New York American*, died in 1941. Mrs. Williamson became publisher in 1957 when her sister Isabel died.

She will be succeeded by her son, William J. Williamson, president of Bryan Publications.

CHARLES H. WILLIAMS

LOS ANGELES, Aug. 15—Charles H. Williams, 58, in charge of West Coast publicity for *Newsweek*, died here Friday. He had undergone an ulcer operation three days before. Mr. Williams formerly worked for the *Los Angeles Times* and *Herald-Express*. He was for many years an associate of the late publicist Steve Hannagan.

HERMAN H. HUTZLER

DAYTON, O., Aug. 15—Herman H. Hutzler, 59, partner of Hutzler & Sabatino, Dayton agency, died here July 30.

Mr. Hutzler formed his own agency in 1940, and ran it until he and Mr. Sabatino joined as partners. He was a former member of the steering committee of National Advertising Agency Network, former chairman of the Dayton chapter of American Assn. of Advertising Agencies, and a member of the Advertising Federation of America.

'Whiplash' Gets Rolling

Independent Television Corp., New York, has sold its new first run tv series "Whiplash," in 73 U. S. markets and in 51 other countries. In Canada, the adventure film will be sponsored by Procter & Gamble, on the new CTV network. Among the sponsors backing the show in the U. S. are Miles Laboratories, Humpty Dumpty supermarkets, County Fair bread and Chevrolet.

Geer-Murray Adds Account

Appleton Machine Co., Appleton, Wis., manufacturer of paper making and converting equipment, has appointed Geer-Murray Inc., Oshkosh, to handle its advertising and public relations, effective Oct. 1.

Culver Advertising Elects

Harold Bugbee has been elected chairman of the board of Culver Advertising, Boston, in the first annual stockholders and directors meeting since the agency combined with Walter B. Snow & Staff in 1960. Other officers are Edward H. Culver, president, treasurer and director; Harold A. Downing, director; Charles B. Cornelius, director; Harold Pyne, Carl K. Freyer and Edward P. Fogg, vps; and Marjorie A. Sutherland, assistant treasurer.

Gamble-Skogmo Catalog Out

Gamble-Skogmo Inc., Minneapolis, has issued its 272-page 1961-'62 fall and winter mail order catalog. The new catalog offers, for the first time in the history of Gamble's mail order plan, a new credit policy in which customers may make credit purchases without a down payment.

Johnston Joins Graem Yates

Murray Johnston, marketing and promotion executive with Kewaunee Technical Furniture Co., Statesville, N.C., for the past six years, has joined Graem Yates Advertising Agency, Charlotte, as senior vp. The name of the agency has been changed to Graem Yates & Johnston Inc.

Genter Dahl Launches Agency

Genter Dahl & Associates, 75 E. Wacker Dr., Chicago, has begun operations as an agency offering a three-part service package to clients. Public relations, labor relations, and marketing and advertising services are available. Robert J. Blanchard, formerly public relations supervisor of Klau-Van Pietersom-Dunlap, Chicago, has been appointed to a similar position by the new agency. Mr. Dahl was formerly midwest activities director of Carl Byoir & Associates, Chicago.

Newton Names Martin, Allen

Peggy Newton Inc., subsidiary of Stanley Home Products, Westfield, Mass., has appointed George M. Martin general manager and Jack E. Allen marketing manager. Mr. Martin, who joined Stanley in 1939, was formerly assistant to the board chairman. Mr. Allen was formerly advertising director of Fuller Brush Co., Hartford, and sales manager of Colt's Patent Firearms Co., Hartford.

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

the newspapers at THE GATEWAY TO THE MOON

Our papers — The Orlando Sentinel and Evening Star — are the newspapers read most by the Space Age men of Cape Canaveral.

■ Canaveral's county — Brevard — is the fastest growing county in the U. S. A.* and we cover it with not only our regular editions but a special Brevard County section printed on pink newsprint with from four to forty extra pages five days a week.

■ We employ 25 full-time staffers in three bureau offices in Brevard County alone to maintain ours as the newspapers of the Space Age at the Gateway to the Moon.

■ These are only three of our 14 bureau offices throughout Central Florida with more than 50 employees producing six "pink editions" (on pink paper) five days a week filled with local news and pictures and local ads for each individual area.

■ That's why we outsell Miami, Tampa and Jacksonville papers combined in Central Florida 6-1.

*Source: 1960 U. S. Census

MARTIN ANDERSEN
Owner/Editor/Ad Writer/Galley Boy/Space Man

Orlando Sentinel-Star
ORLANDO, FLORIDA

The Advertising Market Place

Rates $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

INDUSTRIAL COPYWRITER
for Advertising/P. R. Agency

Outstanding opportunity to work into copy/contact management of major industrial accounts. Excellent writing ability and understanding of machinery essential. The man we're looking for is in his late twenties or early thirties and has a sound background of industrial writing experience. Tell us about yourself, **in writing**, including salary requirements.

FARSON, HUFF & NORTHLICH, INC.
700 Terrace Hilton Bldg.
Cincinnati 2, Ohio

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

ADVERTISING—SALES PROMOTION

Man available age 30. Experienced in industrial and consumer both writing and production of national ads, catalogs, direct mail, news releases, specification sheets, brochures and meetings.
Box 5138, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
134 E. Erie St., SU 7-2255, Chicago

ADVERTISING SALESMAN WANTED

A rare opportunity to represent an outstanding business publication and work for a leading publishing organization in New York City and vicinity. Chemical sales experience, chemical production experience, or advertising space sales experience desirable. Write in confidence, giving background and qualifications to:
Box 5139, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:
STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

ASSOCIATE MEDIA SUPERVISOR

Excellent opportunity for a media supervisor or buyer to move into a position with greater challenge and responsibility.

He'll be joining a large Chicago advertising agency and will play a key role in the development and presentation of media strategy for a nationally known consumer account.

To handle this he should have good experience in both broadcast and print media.

Good starting salary plus outstanding profit sharing plan.

Send complete resume and salary requirement to:

Box 872, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

HELP WANTED

ADVERTISING SPACE SALES

OJIBWAY PRESS has exceptional opportunity for exceptional space salesman. Will establish headquarters in newly-opened Los Angeles office and cover entire West Coast territory. Electronics sales experience desirable. Salary commensurate with experience plus commission and bonus. Submit resume in confidence to: **J. A. Whittlesey, Personnel Manager, OJIBWAY PRESS, 1 East First Street, Duluth 2, Minnesota.**

POSITIONS WANTED

RADIO-TV WRITER: Top Radio production experience, promotion, Public Relations, key account servicing.
Box 5125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Professional writer-editor-artist. Book publishing, newspaper, agency background. Age 35, married. Present salary $12M.
Box 5140, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASST. A/E—ASST. ADV. MGR.
Agcy Asst A/E exp. Presently employed as Asst. Adv. Mgr. Brought in new business, has training traffic, copy, media, production, and marketing.
Box 5141, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHING AIDE

Exp. editorial, advertising, promotion, production, direct mail, administration, business papers, other pubs. For resume:
Box 5149, ADVERTISING AGE
630 Third Ave., New York 17, New York

ALL-AROUND AD PRO

with Agency-Advertising Manager bkgd, seeks growth as Ad Mgr or with agency. Able administrator, write copy, know way around media and direct mail, can also double as agency office manager.
Box 5150, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IDEAS & COPY

The need to be understood is strong. My friend. I understand people so well I could prepare an ad that would get action out of you! And it just so happens (as a fringe benefit), I can handle personnel with equally happy results. How much did you say I'm worth? When? For how long?
Box 5144, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO A GOOD ADVERTISING AGENCY WITH THIS ONE IMPORTANT FAULT

Like ourselves, this small to medium sized Chicago agency works so hard and so long doing an outstanding job on its present accounts, that very little constructive time and effort can be devoted to the development of new business. We'd like to sit down and discuss the possibilities of merger with this agency. The goal, of course, is (1) to build an even better organization from the standpoint of serving present clientele, and (2) through the integration of talent and facilities, develop a realistic and sustained new business program that will do justice to what the agency has to offer. We are a sound, well recognized, and unusually capable organization. If your thinking runs in similar channels, why not drop us a line. Complete confidence assured.

Box 862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AGENCY GROWTH

Steady, *profitable* agency growth can but result from a planned sales effort coordinated by an experienced agency executive. I can do that job for your agency if you really have something to sell and your staff will provide full cooperation. Modest five figure salary plus growth participation expected. Smaller city preferred.

Box 870, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

IF YOU ARE AN EXPERIENCED CREATIVE SALES PROMOTION "PRO"

. . . 28 to 38 year-old college graduate

. . . who has the "account exec" knack of quickly grasping product and marketing facts.

. . . and can take the lead in developing collateral materials such as product literature, visual selling aids, P.O.P. materials and sales meeting presentations

. . . by sparking ideas that transform the ordinary into the unusual and follow up with crisp selling copy

then, there's a real opportunity for you here.

Experience in the drug or sundries field will give you an edge. Six to 10 years' experience in this work, either with a manufacturer or agency, also desirable.

If you fit this profile, write us all about yourself, giving salary requirements.

All qualified applicants will receive consideration for employment without regard to race, creed, color, or national origin.

Box 863, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

COPYWRITER, Agency & Retail Bkg. Adv-Journ College grad. Prolific ability & desire, wants pos. in N.Y. area.
Box 5142, ADVERTISING AGE
630 Third Ave., New York 17, New York

PROFIT-PRODUCING DIRECT MAIL

. . . Sales Prom. man offers 11 yrs of top experience. Familiar with consumer, business, and industrial mkts. Quality mailings planned from copy thru lists. Samples, resume . . . write
Box 5143, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA

All media-buyer hvy in broadcast. Exp in superv and/setting up complete media operation. Excellent background & refs.
Box 5147, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE-ART DIRECTOR

Looking for Chicago agency with New York offices to help service Chicago and New York accounts.
Box 5148, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADMINISTRATIVE ASSISTANT

Capable researcher. Good writer/correspondent, Sales ability. Top skills. Female.
Box 5145, ADVERTISING AGE
630 Third Ave., New York 17, New York

ATTENTION
AGENCY PRESIDENTS
Do you need a New Business Dept.?
Are you tired of dreamers?
Then write immediately!

A professional sales executive with 16 years business background. Have fabulous success story in consumer "in-the-home" selling. Familiar with all media. Interested in making clients sell. I demand a $20,000+ income. Will relocate.
Box 203, Broomall, Pa.

A BUSINESS BUILDER

Top producer as salesman and sales and promotion manager for national magazines in the institutional, construction and retail markets eager for a new challenge with headquarters in New York. Current income $20,000+.

Box 871, ADVERTISING AGE
636 Third Ave., New York 17, N.Y.

DON HARRIS NEEDS:

TV-PRINT WRITER (woman). Broadcast production experience could be helpful, not required. Foods experience. One of the biggest agencies. To 45 . . . to $18M
RESEARCH SUPERVISOR, major agency. Graduate degree, psychology or sociology. 3-5 years experience in consumer research. . . . . $12-$14M
SPECIAL NOTE: Many men on vacation are seeing Don Harris and Lou Paeth as they pass through Chicago. You're invited, too. If possible, write in advance enclosing resume.

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

PACK JUST YOUR SUITCASE

We'll pack and deliver to your new home everything else . . . from glassware to the refrigerator. Write for your free copy of the 16-page, illustrated booklet of how to plan for moving, how to pack, tips on things to do before moving, and many other helpful suggestions. Write today, no obligation. Edward Swann, Burnham Van Service, 1635 Second Avenue, Columbus, Ga.

NO SONG AND DANCE

about fabulous profits or get-rich-overnight plans . . . BUT . . . if you have experience in selling, merchandising, advertising or sales promotion and would like to

OPEN AN OFFICE OF A NATIONAL MAIL ADVERTISING ORGANIZATION . . . write for the free book

"The Story of A Powerful Force in An Expanding Industry"

IT TELLS and PROVES

how . . . with a modest investment and hard work . . . you can be in business for yourself . . . almost overnight . . . backed by a proven national organization, national advertising, national publicity and a staff which has won every major mail advertising award . . . AND . . . $30,000 to $50,000 A YEAR IS POSSIBLE AND BEING MADE NOW!

THIS INDUSTRY HAS LITTLE COMPETITION AND A $2 BILLION VOLUME.

INTERESTED?

WRITE DMCP ASSOCIATES, INC.
1814 JEFFERSON AVE.
TOLEDO 2, OHIO

POSITIONS WANTED

WRITER—FREELANCE

Food—Fashions—Catalogues. Top National Accounts & Agencies Experience. Original—Dependable—Reasonable
Box 5146, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER—now handling $100,000. budget for industrial firm. Art & copy; 15 years agency, retail, graphic arts. Desire full responsibility for ideas and follow-through.
Box 5151, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

TRADE PAPER REPS.
WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.
Box 5133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED — — — —
Advertising Representative New York area to present new quality business magazine to selected prospects. Prefer some experience but not man set in his own pattern. Compensation commensurate with growth and success.
Box 5152, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

WEST COAST REP adding manpower needs one more publisher paying $500 monthly draw. Prestige L.A.-S. F. offices.
Box 27 Q 236, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

BUSINESS OPPORTUNITIES

LOS ANGELES:
FOR SALE: Small, Good Regional Trade Mag.

Publisher of 2 highly respected monthlies just elected mayor and must unload one. This one is 10 yrs. old, exclusive in western coverage of appliance retail & service field. Has 6 blue chip contracts & big potential. Clean circulation list of 8,000, plus 4,000 more names on plates. Sacrifice for cash, or make offer on terms. Investigate this opportunity. Write or phone, **Associated Publications, 618 S. Western Ave., Los Angeles, 5, Calif. DUnkirk 9-3230**

CAN YOU WRITE ABOUT BUSINESS?

National retail business paper wishes regular part time correspondent in all areas. If you know business writing and are on top of your local retail business picture, you'll be right for this job. We'll help with story leads. Knowledge of photography useful. We want you in action by September first at latest. For further details, write:

Box 827, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLISHING FIRM

3 Established Trade Publications

BPA Audit

Now in Black

Must sell due to circumstances beyond control.

Grossing $200,000.00—Large potential. Price $250,000. — Part cash to responsible party or publishing firm.

Box 869, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EASTERN BREWERY WANTS DIRECTOR OF SALES

An eastern brewery with an important expansion program is seeking a Director of Sales who will be headquartered in the east. The man we want must be capable of planning and executing increased distribution, and building and directing a present effective sales organization. Brewery sales management experience is essential. Age preference is between 35 and 45. Salary and benefits are commensurate with the position with exceptional future potential. Our organization knows of this advertisement. All applications will be held strictly confidential.

Box 865, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES

WANT TO START EASING OFF, Mr. Publisher? Two seasoned trade publication executives are ready to take in the slack for you. Thoroughly versed in all phases of the business—editorial, advertising, production, promotion—we want to start making it on our own. Want to take over management on a profit-sharing basis; also would be interested in a good publication to buy.
Box 5015, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REDUCE YOUR MAILING COSTS AND BETTER YOUR MAIL CLASSIFICATION AT OUR EXPENSE!

We coordinate national, prestige stature, advertisers for cooperative mailings . . . a proven, successful service. We are not a mailing service—basically coordinators. **"ad-mail" PUBLISHERS—225 W. 34 St., N.Y. 1**

MISCELLANEOUS

6 rooms, studio, zoned for business & living quarters, 30 x 14 living room marble & hardwood floors, fireplace, terrace, G.E. kitchen fully equipped. Old Town, Chicago. Desire someone to fit into art community. **$250.00 MI 2-7997**

Press time open on annual basis to print monthly periodical to 100M or 200M copies. Web letterpress. 16 to 64 pages, type size 9¼" by 13". Spot color one side. Can handle compositions and stereo. Plant in Poughkeepsie, N.Y.
A. J. Hall, Box 514, Ithaca, N.Y.

MARKETING MEN & PUBLISHERS, Please write **UNITED CAPITAL, P. O. Box 3872, Los Angeles 54, Calif.** (Proposed Federation of Economic Institutions).

DESIRE PHONE/SPACE ARRANGEMENT
Chicago—Free Lance Layout Artist.
Box 5153, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FIND LIVE COPY WRITER ON MICHIGAN AVENUE!

Seen moving in group of used vice-presidents. Youngish! Clear-eyed! Reasonable! Even literate! Yet has 10 years major agency experience, including foods, fashions, fixtures! Available soon to good agency *anywhere*—get full facts NOW!

Box 867, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SEASONED TRADE PAPER EXECUTIVE AVAILABLE

Need a top-flight Sales Manager, General Manager, or Assistant to Publisher? Here's a rare opportunity to acquire an experienced man well groomed in the fundamentals of sound, successful trade journal publishing. Heavy on sales management . . . strong personal selling record. Knows promotion, research. Midwest location preferred. All replies in strictest confidence.

Box 864, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE with some billing

This fast-growing, fully accredited Chicago agency is prepared to make exceptional offer to experienced account man or one-man agency who is now stymied in present spot. Can offer you seasoned creative staff, top production and administrative talent plus lucrative "house" account reciprocal program.

Box 876, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PRODUCT ADVERTISING MANAGER

A major food manufacturer has need for an Advertising Manager.

He should have a strong educational background and several years of experience in a responsible advertising management position or in closely related work. The company opportunities for advancement, salary and employee benefits are attractive. All replies treated in confidence.

Box 866, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Rice, Bassett Join General Precision Inc.

Robert L. Rice, former vp of marketing for Lancy Laboratories Inc., has been appointed vp for industrial marketing, General Precision Inc., and director of industrial marketing for the parent corporation, General Precision Equipment Corp., Tarrytown, N.Y.

General Precision Inc. also announced that Maxwell B. Bassett has been named vp, systems management, where he will have overall responsibility for the development, marketing and management of advanced programs. Mr. Bassett formerly was director of corporate planning of Martin Co., Baltimore.

TOP EDITOR AVAILABLE

Outstanding editor and creative writer with heavy business publication and marketing background seeks responsible executive position. Strong public relations, promotional and administrative talents.

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630 Third Ave., New York 17, N.Y.

Our 50th Year

COPYWRITER—Paint, varnish tech. exp. req.—excel. potential $10,000
COPYWRITER—TV radio comm. direct mail—reliable local firm 8,000
SALES PROMOTION—bakery or food bkgnd.—good oppty. 28-35 7,500
MANY MORE—MAIL RESUME
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110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

IN THE EVENT . . .

you came to believe that a mature marketing man, with an ethical pharmaceutical background, was insightful, a producer of good ideas, and a master salesman, and also a dedicated problem-solver, with a rare talent for analyzing marketing operations and putting his finger on costly weaknesses, would you hire him at a fairly modest starting figure? and in what capacity could he make his maximum contribution?
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Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

Have You Got a New Toy Idea?

Triple AAA-1 manufacturer with complete injection molding, blow molding, vacuum forming, die cutting and with complete facilities to manufacture box games and wooden toys, looking for new items on Royalty or straight sale basis.

★ National sales force
★ TV promotion minded
★ Creative Packaging

Write for appointment . . .
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630 Third Ave., New York 17, N. Y.

NEED A MANY-FACETED* GENIUS?

* Copy—Editorial—PR—Promotion —Publishing

34, paterfamilias, Cambridge and Chicago Universities, B.A. Quick of wit, keen of insight, words and ideas ad infinitum. Lately with New York trade publication, all capacities; administrative, advertising and promotion head retail discount chain headquartered in Oakland; pr and promotion big San Francisco opening. Now editor of new national consumer, a Golconda that can't be mined for want of $$$. Would like to stay in San Francisco, but will listen. Write 45 Glover Street, San Francisco 9, Calif.

BROADCAST WRITER-PRODUCER

Now heads R & TV department billing under a million. Eleven years experience with net and local shows, sales film, sales meetings . . . and commercials. Product majors include food, beverage, utilities, transportation and others. Will perspire freely on todays challenge with a future. Complete resume and samples at your request. Write

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ADVERTISING SPACE SALES—JR

IF

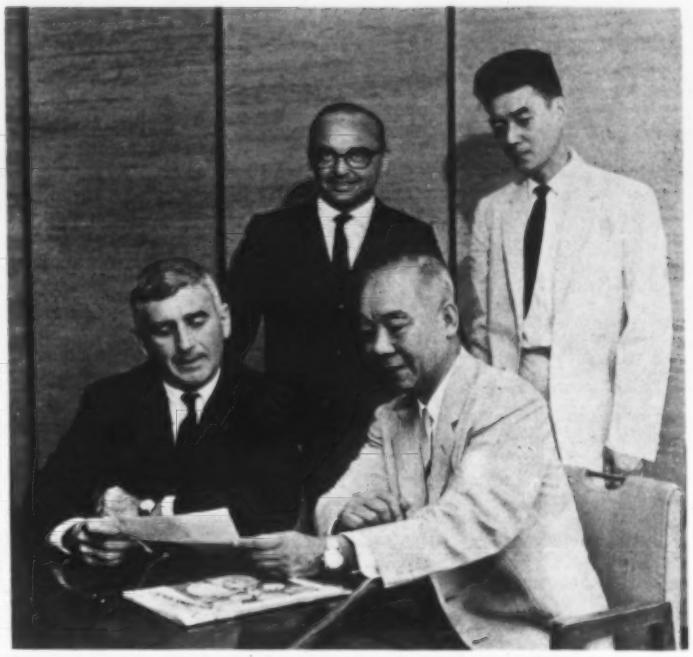
You are an ambitious, recent graduate with some training or experience in magazine space sales.

WE

Invite you to become a member of one of the most dynamic and growing space sales teams in the Consumer Magazine Publishing field. Excellent growth potential liberal salary.

Replies should include a complete resume. Each will be acknowledged and treated in confidence.

Box 874, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.



Thompson Johnsen Kuriyama Akiguchi

A-OKAY—*Harry Thompson, international director of Newsweek, completes an agreement in Tokyo with Chojiro Kuriyama, president of Tosho Insatsu Printing Co., for installation of a new high-speed web-fed offset press for Newsweek Pacific's expanding print run. Looking on are Thor Johnsen, managing director of Newsweek, and N. Akiguchi of Tosho.*

Short TV Spots More Effective Than Long Ones, Test Reveals

PEEKSKILL, N.Y., Aug. 16—Viewers who prefer their commercials short and on target should be heartened by a series of tests made by the Center for Research in Marketing here.

After making tv closed circuit in-home tests of long and short commercials for groceries, drugs and soft goods, William Capitman, president of the center, reported that the short messages were in many instances the "most efficient communications instruments." The comparisons pitted 20-second versions against 40 and 60-second spots.

■ This is how Mr. Capitman summarized his findings: "Intrinsically the 20-second commercial can communicate more forcefully in relationship to the time spent than can the 40 or 60-second commercials. . . You do not get twice as much communication by doubling the length of the commercial time. . . In the 40 or 60-second commercial, points which are of relatively small importance in influencing the consumer's purchase decision tend to be over-communicated.

"As a general rule the 20-second commercial will not contain more than three or four copy points whereas the 40-second commercial may contain as many as 12. The consumer will perceive more of the copy points in the 40 and 60-second commercial, numerically speaking, but the points perceived and remembered tend to be the ones that are less important in inducing a purchase decision."

■ The researcher said that viewers tend to latch onto the important copy points in a 20-second commercial. This is true, he said, even when the 20 is piggy backed [tagged on without a break] to a 40. The danger in piggy backing, he warned, "lies in the interrelationship between the products. If one of the products is more interesting, more important or more exciting to the consumer, whether or not this product is in a 20-second or 40-second portion, what it said about it will tend to dominate the entire response to the commercial."

Mr. Capitman said the longer spots could serve the important role of creating an atmosphere of favorable response to the product. He said it is generally more effective to expand a 20-second commercial into a longer length than to try to condense a longer length into a 20. #

Western Nigeria Opens N.Y. Office Under BBDO Aegis

A Western Nigeria Information & Industrial Development Office has been opened in New York at 385 Madison Ave., offices of Batten, Barton, Durstine & Osborn. The office, which is being staffed by BBDO pr people, will try to attract U.S. investment to Western Nigeria. Patrick Dolan, president of BBDO International, has served as pr counsel to the Western Nigerians for the past four years.

This is the second of Nigeria's three states to be represented in the U.S. with an office. The eastern region has a major informational program in the U.S., handled by Barnet & Reef, New York. Nigeria, which became independent last year, is the most populous state in Africa.

ABC International Links Up With Japanese Stations

ABC International Television has signed reciprocal agreements with two major television enterprises in Japan—Nippon Educational Television Co. (NET), operator of a station in Tokyo, and Mainichi Broadcasting Co., operator of a station in Osaka. The agreements call for an exchange of technical information, programming and administrative procedures. ABC International, subsidiary of American Broadcasting-Paramount Theaters, will also represent NET and Mainichi in the U. S. as sales representative and purchasing agent.

'Petroleum Equipment' Sold

Associated Publishers Inc., Dallas, publisher of *Drilling*, has purchased *Petroleum Equipment* from Rice-Youmans Publishing Co., Barrington, Ill. All operational and administrative functions of *Petroleum Equipment*, including editorial, sales, research and circulation departments, have been incorporated together in the Dallas general offices of Associated Publishers.

Stanley Tools Campaign, Tool-of-the-Month, Launched

Stanley Tools division of Stanley Works, New Britain, Conn., has opened a Tool-of-the-Month program promoting screwdriver wire display UniRacks, Surform tool Uni-Racks and "Life Guard" yellow rules in September, October, and November, respectively. A broadside including a window streamer is sent each month to hardware dealers. Consumer advertising consisting of b&w and two-color page ads is scheduled to run in *The Saturday Evening Post* and *Popular Mechanics* during the three-month period.

Hammers will be featured in a December promotion with a page in *Popular Mechanics* boosting the Steelmaster and other hammers, plus a page in *The Saturday Evening Post* suggesting Stanley hammers and other tools for Christmas gifts. Wilson, Haight & Welch, Hartford, Conn., handles the account.

Kesslinger Adds Two

J. M. Kesslinger & Associates, Newark, has been named to handle advertising for Ameray Corp., Kenvil, N. J., manufacturer of x-ray and nuclear shielding equipment, radio frequency shielding and basement fallout shelters, and Windalume Corp., Kenvil, manufacturer of double hung aluminum windows.

INSIDE STORY—*Since most trench coats are classic in style, Dominex Ltd. hopes to build fashion and brand appeal for its Foxhunt coats by pointing to inner construction details. Ads will appear in the New Yorker and Vogue. Gilbert Advertising is the agency.*

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 177,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

NO TIE-IN—*No one worked out this tie-in on Route 4 in Bergen County, N.J. It just happened. McCann-Erickson handled the posting for Esso Standard Oil, while McCarty Co., New York, handled British Motor Corp.'s MG campaign.*

Shop-Rite Food Chain Paces Brand Cigaret Sales Via Own Shoprite Label

ELIZABETH, N.J., Aug. 15—Scarcely three months after launching its own private label cigarets in its 108-store chain, Shop-Rite Super Markets Inc. has worked a small revolution in the cigaret business.

The food chain's brand, selling as king-size straights and king-size filters, now reportedly ranks "close to the top" in Shop-Rite's four-state sales. The Shoprite brand is currently outsold in the chain only by such big names as American Tobacco's Pall Mall (king-size straight) and R. J. Reynolds' Winston (king filter).

"The big companies are watching it carefully," Shop-Rite said. "There's no baloney about this brand. They're looking and saying that it's not going to work, but meantime it's working."

■ However, the food chain said it "wouldn't like this to hurt any manufacturer," and it hoped the net result would be that the big name companies "do a better job."

Shop-Rite introduced the cigaret throughout its chain during the week of May 29, under the brand name Shoprite. The chain, a cooperative operation, sells in New Jersey, Delaware, Rockland County, N.Y., and Bucks County, Pa. Shop-Rite is the retail merchandising co-op of Wakefern Food Corp., a food cooperative warehouse distribution center headquartered here. Shop-Rite does over $200,000,000 in retail volume annually, and claims to have the highest per-store volume of any independent food co-op in the country. It also claims to be second in retail volume to A&P in New Jersey.

■ The private cigaret label was conceived about six months ago to fit in with the chain's basic

marketing philosophy of supplying consumers' everyday needs at the lowest prices possible. More specifically, Shop-Rite aimed at "giving the consumer a new freedom-of-price-choice in the tobacco field," said Albert Gitnes, general manager.

Price varies by state, depending on local laws. The brand sells at $2.33 per carton in New Jersey, or about 43 cents lower than big-name brands. In New York it sells for $2.09; in Pennsylvania it's $2.19; in Delaware it's $1.89; and in Connecticut it's $2.18. (In Connecticut it's sold through Mott's Super Markets, a member chain of Wakefern Food Corp.)

■ The chain plans to round out the line by stacking a menthol and a regular on the shelves in the next six weeks. Manufactured by U.S. Tobacco Co., the cigarets are sold in vending machines as single packs, five-packs or in cartons. Most sales are by the carton, and filters are the big sellers.

In some cases the Shoprite brand is sold alongside the big brands in the same vending machines, but many stores have bought extra machines solely for the brand.

Shop-Rite did not bother to test market the brand. The chain stood by a "basically solid theory" of getting a product into full distribution from the start. "We don't test it in just one or two stores, because that doesn't prove a thing," said Zal Venet, president of Venet Advertising Agency. "We get the product, and then we go. If it takes off like a ruptured duck, we're heroes. If not, we kill it." Mr. Venet, with a staff of 13 people in one office, handles Shop-Rite on a fee basis.

■ No specific advertising figure could be given, he added, because the cigaret ads generally fitted into the chain's over-all co-op program. The chain uses more than 125 newspapers, and Mr. Venet has prepared more than 750,000 direct mail circulars per week. Shop-Rite also uses radio and tv, but so far no cigaret commercials have gone into these media.

Besides being displayed prominently in print ads, the cigaret is being promoted via full pages in major newspapers in the four states. The next page ad is scheduled for bigger newspapers in four weeks. Headlined, "Your Big Change in Smoking," the ad will say: "Until we came along with Shoprite cigarets, all cigarets in New Jersey had look-alike high prices."

■ Mr. Venet said the Shoprite brand is now a big factor in advertising on the local retail level. "Locally, we're a 'famous brand.' Few cigarets are doing as much in advertising, if you exclude network radio-tv and national print expenditures. And we're running neck and neck with them on the local level."

Mr. Venet said some national brands had been hurt a little by the inroads of the new brand, but he declined to name these big brands.

He emphasized that the chain is not attempting to eliminate brand names from its sales lists. "Shop-Rite has a long line of private labels, but it also very clearly features name brands. It's unhealthy to knock out name brands."

■ Shop-Rite believes the success of its new cigaret indicated "the acceptance of the image and the brand Shoprite."

The chain said this is the first time a supermarket operation is using its name as a cigaret brand. It added that both A&P and Sears, Roebuck had made attempts to launch their own cigaret brands, but never with their own names.

"I think we are working a small revolution in the cigaret business," said Mr. Venet. #

Burgermeister Drops Radio, TV; Stresses Newspaper Use

Burgermeister Brewing Corp., San Francisco, has canceled radio and tv advertising in California, Arizona, Nevada, New Mexico and Oregon in favor of concentrated newspaper promotion. Broadcast media will continue to promote the theme, "Burgie is brewed for refreshing people," in all other markets.

Newspaper advertising, handled by Batten, Barton, Durstine & Osborn, San Francisco, will consist of 1,700 b&w insertions each week in over 40 dailies in the five states. Burgermeister's $1,500,000 billings will also include outdoor advertising, and space in consumer magazines.

Clissold Newsletters Formed

Clissold Newsletters, Chicago, a wholly-owned subsidiary of Clissold Publishing Co., Chicago, has been launched with Paul E. Clissold as president. The first of several planned publications is *National Employment Reports*, a monthly compilation and digest of executive and technical job openings. Editor and publisher of the new monthly is Jack W. Payne, business manager of Clissold Publishing.

Crandall Joins Cargill, Wilson

Charles W. Crandall, formerly vp and account supervisor of Fitzgerald Advertising, New Orleans, has joined Cargill, Wilson & Acree, Richmond, as an account executive.

NOW BACON'S CLIPS NEWSPAPERS
offers expanded coverage!
All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of both NEWSPAPERS and MAGAZINES with one bureau — BACON'S, the national standard for reliable clipping service.
Send for MARKET AREA MAP
Full details on BACON'S expanded coverage. Lists every magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.
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WA 2-8419

You See What's Happening At A Glance!

★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over 500,000 in Use.
Full price $49.50 with cards
FREE 24-page Illustrated BOOKLET No. BG-40 Without Obligation
Write Today for Your Copy
GRAPHIC SYSTEMS, Box 267, Yanceyville, North Carolina
(New York Office: 55 West 42nd Street, Wisconsin 7-8444)

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Monarch Wine Shifts from Grant to Del Wood

(Continued from Page 1)

We took care of the barter time buying," a Monarch spokesman said.

Monarch explained the new move as a consolidation of all its business at one agency. By naming an agency which it said was in the barter business, Monarch took "a rare step" in the wine business; the company made no bones about the fact that it was primarily a further dollar-stretching move. Monarch works on an ad budget of something over $1,000,000, and it calculates the new arrangement will buy "twice the value."

■ Nort Wyner, vp and director of advertising and sales at Monarch, maker of Manischewitz wines, said Del Wood had an inventory of several million dollars' worth of time. Monarch will buy as much of its time as possible out of this inventory. "Much of our needs will be satisfied by their inventory," Mr. Wyner said. Where Del Wood's package is not suitable, the agency will obtain extra barter time, Mr. Wyner added.

Mr. Wyner insisted that Del Wood was "unlike most other" organizations in being well capitalized. He believes it is well able to back up its promises in obtaining good barter time.

■ Monarch did considerable barter business while Grant was its agency. "On air media last fall, we were probably 100% in bartered time," Mr. Wyner said. "The percentage in the past spring was probably the same. In fact, we were on barter for the last two cycles solid."

He added that Del Wood's appointment fitted in with the company's new marketing strategy. "We need good hard-hitting advertising and as much of it as every buck can buy. We are long past being impressed by the amount of billings an agency reports or the number of account executives who are assigned to the account. What we are interested in is only the work being done for us here and now."

■ Monarch, a traditional leader in the kosher wine business, began broadening its appeal a few years back. The revamping went a step further in the past few months. "We are moving in two directions at once, and rounding out our product line," Mr. Wyner said. "We are expanding into every possible area of the wine business."

Traditionally Manischewitz has been priced between the "commercial" and "premium" wines. The "commercial" or popular type, represented by Gallo, United Vintners and Roma, sell around the $1 mark. The premium types sell around $1.50.

Monarch moved into the popular bracket this month with a new product. Manischewitz rose, introduced in Southern California. Advertising will break about Sept. 11.

■ A few months back, Monarch also introduced Pachanga in New York. The wine was intended only for the New York market, but has taken on so well that it's now being distributed in New England. It is described as a natural wine such as Gallo's longtime leader, Thunderbird. Pachanga sells for about $1 a fifth.

Pachanga is the virtual successor to Mighty Like a Rose, which had a six-week splurge on radio recently, but failed to go over in a big way, industry sources indicate. It had a tough time against United Vintners' Hombre.

Monarch will also introduce three New York State wines in October selling at premium prices (around $1.50).

The company has acquired about 35 different European wines, and said it intends to go into the imported wine business in a big way.

■ Its new agency, Del Wood, has two clients in its advertising division. The other client is the Real-Kill products division of Cook Chemical Co., Kansas City. Cook Chemical recently named Del Wood to handle its new Beauty-Quick spray starch east of the Rockies.

Del Wood began operations in February, 1960, reporting $300,000 in broadcast time for one client at the time. It offers tv stations films, merchandise and other properties in exchange for air time, which it then sells to advertisers.

It has named Harold Balk, formerly with the New York office of Guild, Bascom & Bonfigli, to handle the Monarch account. #

NBC Drops Tune-in Ads; ABC and CBS Revise Ad Strategies

NEW YORK, Aug. 17—The stepped up inter-network competition for viewers will be reflected in the fall promotion for the 1961-'62 programming season, with each of the networks experimenting with revised come-on strategies.

A major switch in approaching this problem will be made by National Broadcasting Co., which for the time being has decided to drop all co-op newspaper tune-in advertising. The network's only newspaper ads will be image-makers devoted to institutional copy, but presumably some of these will include specific program notes on specific shows coming up. Co-op allotments for newspapers were dropped out of the budget after informal studies pointed up the dubious pulling power of such advertising, and indicated the money might be more effectively spent elsewhere.

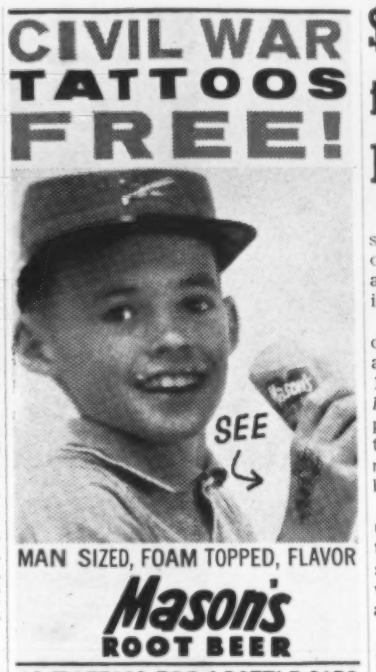
■ The big play at NBC will go to on-the-air promotion, always heavy but henceforth to be even more so. Funds have been approved for program promotion in *TV Guide*, with ads ranging up to half-page for 30-minute shows and a full page for hour shows. In the markets where NBC owns stations, the network will share the cost 50-50 with advertisers. In other markets, the clients will pay 50% and the network and affiliate 25% each.

If affiliates want to place their own newspaper tune-in advertising, copy and art for such ads will be supplied to them.

■ American Broadcasting Co., on the other hand, will be much in evidence on the tv-radio pages of newspapers as the new season gets under way. Funds for tune-in co-op advertising will be made available in all ABC primary affiliate markets. This is expected to be the largest newspaper tune-in campaign in the history of ABC-TV. Five ads have been prepared for each of the nighttime programs. Stations may take a choice of one of the five. There will also be a sizable amount of national tune-in advertising paid in full by ABC.

Co-op funds are dispensed on a 50-50 basis with the stations matching the network's contribution. They may be used for newspapers, radio or outdoor in the areas approved by the network. And there will of course be a barrage of on-the-air advertising, ranging from tv trailer teasers to ID reminders.

The plans of CBS television have been cloaked in strictest secrecy until after Sept. 1, when the network will unveil them with a flourish. Co-op newspaper tune-in ads are expected to be included. #



TATTOO, TOO—*This small-space newspaper ad is one of the ads Mason & Mason is using to promote Mason's root beer.*

Civil War Centennial Tattoos Help to Sell Mason's Root Beer

CHICAGO, Aug. 16—To promote Mason's root beer, Mason & Mason is offering ten authentic Civil War tattoos to its young fry customers to be transferred to their hands.

Mason & Mason is conducting a co-op campaign with its franchised bottlers in the Midwest, using newspaper ads, radio spots and point of sale displays.

Thobae/Browder, Houston, is the agency handling this promotion. Mason & Mason's agency is Dickinson Assn., Chicago.

The campaign plans to capitalize on public interest—particularly among the heroism-minded young folks—in the Civil War centennial. The colored tattoo transfers, to be placed on the backs of youngsters' hands or arms, are Union and Confederate insignia, including flags of both sides, and portraits of Lee and Lincoln. The offer of 13 transfers for six bottle caps includes 10 different designs and three duplications.

Ads prepared by Thobae/Browder for newspapers include some one-column, 55-line ads and some 2 column 33-line units. #

Ogsbury Joins Wood as VP

J. F. Ogsbury has joined James Wood Advertising Agency, Boulder, Colo., as a vp. At the same time, the agency has changed its name to Wood-Ogsbury Advertising Agency. Mr. Ogsbury was formerly on the advertising staff of the *Daily Herald*, Gulfport-Biloxi, Miss., and advertising director and vp of Trim-Craft, Shreveport, La.

Bernard Leaves KTVI

J. J. Bernard has resigned as vp and general manager of KTVI, St. Louis, effective Aug. 31. He will take a long vacation and then announce his future plans. Paul E. Peltason, exec vp, will become acting general manager of the tv station until a successor is named.

$4,050,000 Drive to Tell Mobil's Megatane Test

(Continued from Page 1)

system "overcomes the inadequacy of partial ratings (such as octane) and provides an all-inclusive rating of gasoline performance."

The Megatane blast for the quarter involves $3,200,000, split among eight CBS-TV shows and 14 ABC-TV buys (*see story on Page 8*), plus $850,000 in newspapers. The print end will be mostly two-color full pages in 350-plus markets. Some 1,000-line ads will be run in smaller areas.

■ Despite this lineup, it appeared that some individual newspaper schedules "were not yet jelled, with some shifting of newspapers and markets still going on."

In 1960 Mobil invested about 30% of its budget in newspapers, 55% in broadcast and 15% in magazines.

Altogether, Mobil's campaign will cover the 43 states in which it markets. (It is not in Florida, Georgia, Mississippi, North or South Carolina or Tennessee.) The plan is to blanket cities where Mobil has "a substantial market share" (nationally it has about 8%), and a low "lay down" cost (*i.e.*, the cost of getting Mobil products to the consumer). Buffalo, for example, is counted in, because Mobil has a refinery nearby.

■ According to J. D. Elgin, advertising manager, Mobil has been "reappraising for about three months all the markets where we are doing business." He said stations have been "market-graded" from top to bottom on things like quality, kind and number. Study data are being fed into a computer, and Mobil expects to have some answers in "about five weeks."

Another Mobil executive said the over-all goal was to increase the sales of each station. He also discounted any influences on Mobil strategy by previous promotions of other oil companies, such as the $13,000,000 all-newspaper push by Shell Oil, which recently dipped into broadcast. "Mobil decided that tv should be its principal medium, because our selling message is best suited to visual presentation," he said.

■ Mobil took a firm stand against the use of premiums, which have been on the rise as traffic builders at the retail level for Texaco and others. Mr. Elgin said Mobil had studied the situation and decided that "too many premiums can downgrade consumer attitudes toward a product." The company, however, has a sales promotion budget of around $1,250,000 and intends to reinforce its fourth-quarter thrust at point of sale.

In recent weeks Mobil has kept its new campaign theme closely guarded. The first tip-off came in a b&w page in five oil magazines in August. Headed, "The Megatane system of rating gasoline," the all-type ad went on to say:

"After long consideration and discussion, a large group of performance qualities was isolated as representing the important properties of today's ideal gasoline.

"Our Megatane rating system accommodates all the important qualities in today's gasolines. The Megatane rating of any gasoline is the total number of effective qualities it possesses on the Megatane scale.

■ "For example, high volatility is desirable to provide good cold engine response for fast acceleration. However, if the volatility is too high, so that it 'vapor locks' the engine, it is no longer effective, and no credit for this feature is given in the megatane rating system.

"Another example, an effective carburetor de-icing additive must not only efficiently combat stalling that occurs under icing conditions, but it also must be free from any adverse characteristics, such as emulsification or chemical reaction that could shorten fuel filter life or foul carburetor operation."

The Mobil ad concluded that the rating system "does not credit the positive advantage unless it is actually provided and unless it is free from any harmful effects."

■ A few insiders have been predicting that Megatane would provide the ammunition for the creative guns of Ted Bates & Co., whose development of a "unique selling proposition" for Mobil was considered only a matter of time after the account was taken out of Compton Advertising. Confirmation this week by Mobil executives of Megatane's role in consumer advertising tended to confirm the forecasts.

Mobil billings at the time the account moved to Bates were put at $6,000,000. The company's stockpiling of ad money in recent months has helped move the value of the Mobil account to Bates to a new high of $7,000,000 for the coming year, the company said. #

'Farm Journal' Splits 5 Editions into 22 'Advertising Areas'

PHILADELPHIA, Aug. 17—*Farm Journal*, whose acceptance of regional advertising dates back as far as 1953, carried its subdividing one step farther today by offering 22 special advertising areas, effective Oct. 1.

The 22-way split will still find the magazine edited in five regional editions—eastern, central, southeastern, southwestern and western. But it will allow advertisers "more flexibility in order to match test marketing or special promotion plans," according to Dana Fernald, director of advertising.

The development involves a further breakdown of the five editions. For example, an advertiser who formerly bought a one-time b&w page at $2,410 or a color page at $3,610 in the eastern edition, can now buy space for New York and New Jersey alone. It will cost him $1,295 for the b&w page and $1,990 for four colors. Or he can buy other eastern "subdivisions." One is the New England states; another is made up of Pennsylvania, Delaware, the District of Columbia, Maryland and West Virginia. #

Kellstadt Wins Poor Richard Club Gold Medal

Charles H. Kellstadt, chairman of the board of Sears, Roebuck & Co., Chicago, will receive the 28th annual Gold Medal of the Poor Richard Club, Philadelphia, at the club's annual banquet next Jan. 17.

Charles H. Kellstadt

Mr. Kellstadt is the first merchant to receive the medal. The medal is awarded to persons of national prominence who have made unique contributions in the field of consumer communications.

Rowland Broiles Moves

Rowland Broiles Co., Fort Worth agency, has moved its offices to the First National Bank Bldg.

Y&R Introduces Hi-Fi Ads in West Germany

R. J. Reynolds, Libby, Remington Products Get New Color Treatment

FRANKFURT, Aug. 15—Young & Rubicam has had astounding success in introducing its American-devised hi-fi color technique for newspaper printing in West Germany, the first time the process has been used anywhere in Europe.

The agency has used hi-fi color for the new Reyno cigaret brand (Haus Neuerburg, subsidiary of R. J. Reynolds Tobacco Co.), Remington shavers, Libby's milk and Overstolz cigarets.

Color is generally not used at all for newspaper advertising in Germany, and to introduce this wallpaper process, which Y&R also introduced in the U.S., the agency provides a four-sheet newspaper, fully printed on one sheet with the four-color ad, and with the other three sheets empty, ready to be printed with whatever editorial matter the paper chooses.

■ Four different ads for Reyno were run in a campaign covering 29 German newspapers, and one ad for Remington Rand was carried in a number of selected markets.

Then, as a follow-up, the agency placed a one-time color ad for itself in the *Handelsblatt*, a Cologne-based business newspaper similar to the *Wall Street Journal*. The ad reproduced some of the agency's advertising, pointing out that this new means of color reproduction was now available to all German dailies.

"Young & Rubicam and many of its clients saw the need for a more dramatic form of advertising in West Germany and color in local markets to spot sales drives or to conduct tests," explained Frank Gearon, Y&R's managing director in West Germany.

"Through the excellent cooperation of a great variety of German newspapers and through the excellent technical equipment they have here for printing presses, we were able to present this device in this market."

■ To explain the workings of the process, the agency brought its New York technical production director, Lew Greenwood, to Germany. Mr. Greenwood, a native of Frankfurt, who has been with Y&R for many years, thus passed the technique along to the publications cooperating in the new venture.

Y&R has also offered the technique to other agencies and other advertisers for use in Germany—with no strings attached.

In buying the space for the initial Reyno and Remington Rand campaigns, it was necessary to make special negotiations with every German paper, since the agency was buying one page, but pre-printing the ad and delivering four pages.

Y&R, in the typical German close-to-the-vest manner, declined to comment on the amount the new campaigns cost, but an official word was that the reaction had been very favorable.

■ The process utilizes a middle-quality satinized paper for a four-color bleed ad, in a glossy finish that is usually possible only in fine-quality magazine reproduction.

The Reyno drive was especially suited for the new process since the menthol cigaret is being popularized under the general theme "Erfrischendes Rauchen" (Refreshing Smoking), and the ad combines a number of cool green colors, backgrounded with refreshing blue streams (waterfalls or ponds) and it is much more effective in color.

Reyno is the German version of Reynolds' top-selling U. S. menthol brand, Salem.

CANADA DRY LURES GERMANS IN CONTEST

FRANKFURT, Aug. 15—Canada Dry used a variation of its American "Shovel Yourself Rich" contest in West Germany to build up its name and reputation here.

The contest, handled on a special basis by Young & Rubicam, was introduced by newspaper, magazine and outdoor ads. More than 1,000,000 entrants—a record high in a country with 50,000,000 inhabitants—participated.

At the contest's payoff, held at the Frankfurt KongressHalle on July 28, about 1,000 invited guests from the bottlers and retail and hotel trades were on hand. First prize of 62,000 German marks (about $15,500) was shoveled up in one-mark coins by a Berlin man whose hobby is weight-lifting. A second prize of 48,000 marks ($12,000) was shoveled up, and the third prize winner scooped up 24,000 marks ($6,000). German television star Peter Frankenfeld emceed the show.

■ While agency officials were reticent about the exact cost of advertising for the contest, Y&R commented that "Canada Dry is relatively new in this market and has experienced a very wonderful growth." Costs for the contest were budgeted relatively low, he added.

The coin-shoveling contest received tremendous publicity in German newspapers and was carried on television as well. And as far as the agency and client knows, such a spectacular contest was never before presented in this country.

Filipetti Berg Nye Anderson
Brogan Hazlett

LOUIS NYE—*M. K. Goetz Brewing Co., St. Joseph, Mo., and its agency, John W. Shaw Advertising, Chicago, are preparing a tv, radio and newspaper campaign for Goetz Country Club Malt Liquor which will feature tv comic, Louis Nye. Pictured are Tom Brogan, art director; George Filipetti, creative director; Stu Berg, director of radio and television; Mr. Nye; Norm Anderson, Goetz account supervisor; and Dick Hazlett, copywriter, all with the Shaw agency.*

IMPORTED FROM U.S.A.—*The "Shovel Yourself Rich" competition, used by Canada Dry in the U.S., was successfully adapted for use in Germany.*

Young & Rubicam will assume complete responsibility for Canada Dry advertising in Germany in the near future. #

TV Denver Buys Webb & Knapp Share of KBTV

TV Denver, owner of KBTR and KBTV, Denver, has purchased Webb & Knapp's half interest in KBTV for $2,400,000, subject to FCC approval. The transaction makes John C. Mullins, president of TV Denver, sole owner of KBTV. Webb & Knapp's share in the station was the last major Denver holding for William Zeckendorf, president of Webb & Knapp, whose holdings in this market were once estimated at nearly $500,000,000.

Strassler-Johnson Adds Two

Strassler-Johnson Co., Philadelphia, has been named to handle advertising for Waverly Petroleum Products, Philadelphia, for its Kitty Pan Cat Litter; and for Gent Products Co., for its Gent Aerosol shaving cream.

HI-FI IN GERMANY—*Young & Rubicam introduced hi-fi color in German newspapers with campaigns for Reyno cigarets and Remington electric shavers.*

Use Direct Mail, Ads to Support Personal Selling, Harper Says

WASHINGTON, Aug. 16—"The most successful industrial marketing," according to Robert E. Harper, president, National Business Publications Inc., "is that which uses direct mail and specialized business publication advertising in support of its personal selling."

Mr. Harper took this position before the Mail Advertising Club of Washington today in a talk devoted principally to "the No. 1 ingredient in direct mail prescriptions."

He said, "Nothing in my remarks is intended to disparage direct mail, for this method of advertising has its own particular advantages. The fact that it is employed generously and, I believe, handsomely, by every specialized business publisher speaks for itself.

■ "It is indeed a valuable sales tool, but those who misuse it by forcing it to bear the entire burden of supporting specialized selling to industry invariably discover, sometimes too late, that those competitors who utilize the twin help of direct mail and specialized business publications have far outsold them," he said.

Personal selling, Mr. Harper commented, is the prevailing method of merchandising to industry. "It is safe to say that better than 90% of all equipment and materials bought by industry is obtained either through the medium of the marketer's own salesmen or through the salesmen of the industrial distributing house which handles the marketer's product," he continued.

■ This does not imply that direct mail should not be used, he explained. "It should be used in connection with personnel selling—just as advertising in specialized business publications should be used. The proper use of both is really not to complete the sale—but to support the means, which is personal selling, by which the business is obtained."

Mr. Harper identified the No. 1 ingredient in direct mail as "the best in planning." Other important ingredients were listed as "good reproduction" and "the best of art."

With respect to planning, Mr. Harper outlined a five-fold formula:

1. Plan it as a public relations project.
2. Plan it best for results that stem from research.
3. Plan it out of the hum-drum into the human interest.
4. Plan it with imagination, intelligence, and integrity.
5. Plan it not without the know-how of the producers. #

Macfadden's Talking Lunch-Pail Tells of Brand-Loyal Worker

NEW YORK, Aug. 17—The lunch-pail part of the population is the salvation of national brand manufacturers who have felt the encroachment of private labels, according to a new presentation by Macfadden Publications.

Macfadden this week waded into the media wars with its new weapon—a "talking" lunch-pail with a pre-recorded tape message. The lunch-pails were carried around to agency men by Macfadden salesmen. The agency men learned that:

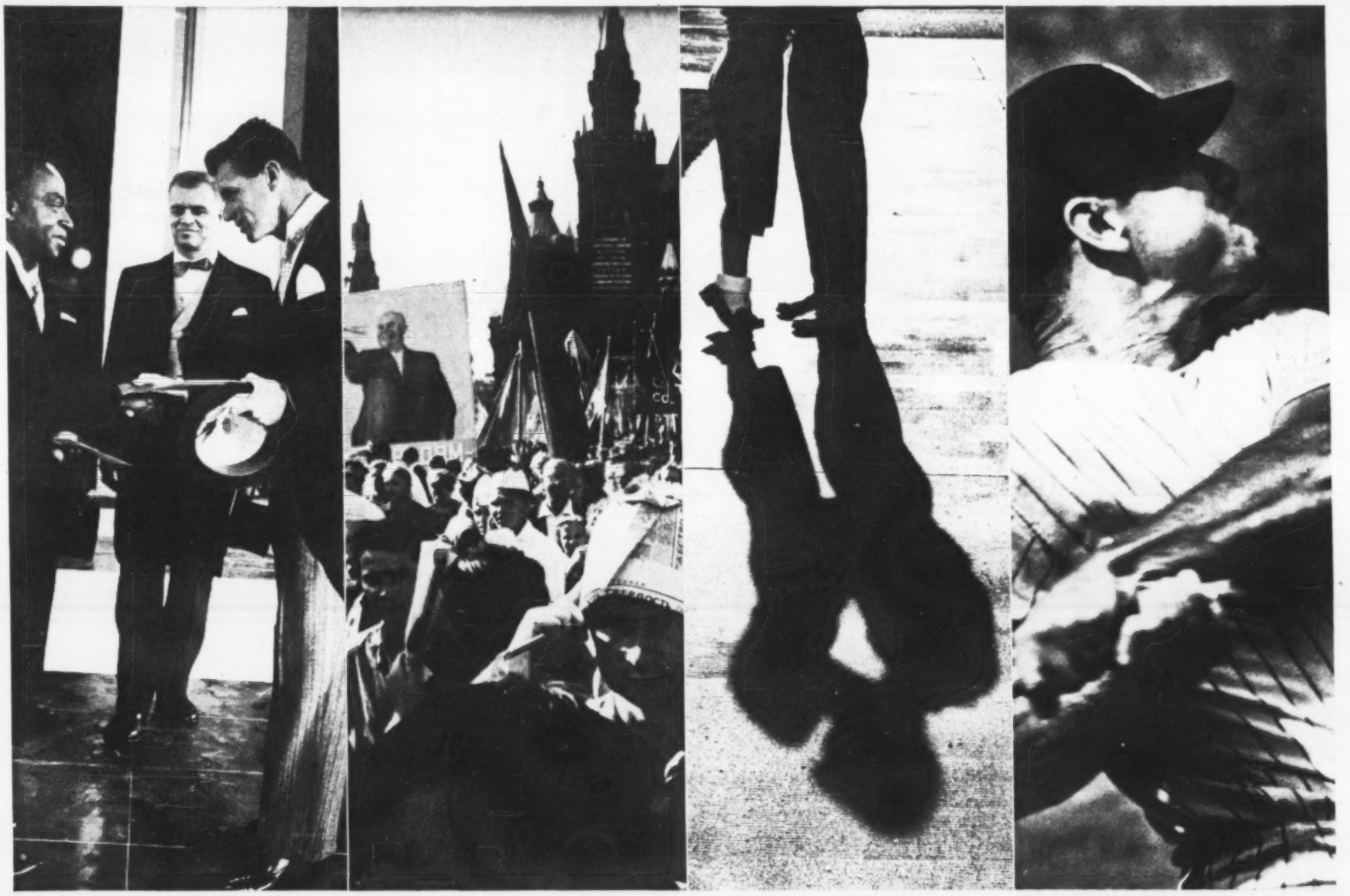
● Working class wives, 5,000,000 strong, represent the "last new brand marketing frontier." These little ladies are "emotionally dependent upon national brands."

● National brands are "status symbols" to the working woman. (The white collar wife, on the other hand, finds her status symbols elsewhere—in sports cars, swimming pools and country clubs.)

■ Robert L. Young, vp and director of advertising, commented on the presentation, saying that "if national brands are to survive against the inroads of burgeoning retailer brands," manufacturers must be exposed to "the loyal group" of "the national brand story."

He cited the rises of Sears, Roebuck, which does "85% of its volume with its own store labels"; J. C. Penney Co., whose private labels account for "over 95%" of its business; and A&P food stores, where "one dollar in every five" is via an A&P brand item. #

In LIFE this week
"...share a world of human experience..."



Share a world of human experience: On Africa's Ivory Coast—with top-hatted-and-tailed Bobby Kennedy at independence ceremonies ▪ In Moscow—as millions welcome Titov back from space ▪ Across the U. S.—as Ann Landers speaks out on youth and sex ▪ In New York—as mathematicians calculate the odds on Mantle and Maris to break the Babe's record ▪ Underground—in an ex-communist spy's own account of why the U.S. is a spy's paradise.

Stories and pictures like these are the lifeblood of LIFE magazine. And, today more than ever before, LIFE lets you share a world of human experience with clarity, with urgency, with depth. Because of this, today more than ever before, people value LIFE.

LIFE

Says Senator Stuart Symington: "LIFE's story on SAC could not have been more timely, or effective in presentation as the result of your new format. The more our citizens understand the complex, constant business of maintaining national security—the better prepared we will be."

Says Charles H. Percy, President, Bell & Howell: "LIFE's new editorial approach to the news, in picture and in prose, provides a deep yet rapid insight into many areas of knowledge which must be understood if we are to prepare ourselves to deal wisely with the problems that face us—if we are to preserve the principles which give our lives meaning and worth."

Says Norman Chandler, President of the Los Angeles Times-Mirror Company: "The new LIFE magazine is more solid in its coverage of news of all types, and therefore I spend more time reading it than I did previously."

KRON is TV in SF

San Franciscans are sold on KRON-TV

NUMBER **1**
LOCALLY-PRODUCED
NEWSCAST IS ON
KRON-TV
(June 1961 Nielsen)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE